

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY®

OCT
1990

FREE

SPECIAL
EDITION

A SAKE CATALOG

FEATURING A VARIETY OF SAKE, SHOCHU,
LIQUOR AND JAPANESE BEER

*Anatomy of
Japanese
Tea and Rice*

SPECIAL INTERVIEW

YOSHIKI
(Musician)



www.chopsticksnyc.com



JAPAN
SQUARE



A website that brings you
Japanese food, crafts and culture.

<http://www.japansquare.com/> 



JAPANSQUARE shares information about Japan on its official Facebook page. 

Enter the Coupon code **181P6G94** and a JPY1,000 discount will be applied until Oct.31

FEATURES

07 SAKE, SHOCHU, JAPANESE BEER AND LIQUOR CATALOG

Updated, comprehensive list of sake, shochu, Japanese beer and liquor available in the U.S. This list will also be found at Sake Guide.com

Scan QR code
Enjoy loads of
sake & shochu
information



BOTTLE/LABEL CONTEST

In conjunction with this sake special issue, Chopsticks NY will hold a Bottle/Label Contest. Choose your favorite bottle/label design from the catalog and enter to win a \$100 gift certificate that can be used in select restaurants.



24 Progression of Japanese Beer

25 Importer & Distributor List

TRAVEL

52 Intimate and In-Depth Sake Tour Accompanied by Sake Samurai's

32 Anatomy of Japanese Tea

34 Anatomy of Japanese Rice

36 Grocery Guide

PEOPLE

02 YOSHIKI

YOSHIKI holds many roles, from musician to radio DJ, entrepreneur to club/bar owner to comic books. But he remains most famous for his role as the drummer, pianist, and leader of X Japan, a legendary heavy metal band that helped launch the popular visual kei genre. Before the X Japan concert at Madison Square Garden on October 31, he chatted with Chopsticks NY.



04 NY NOW REPORT

FOOD

- 46 Japanese Restaurant Review
- 47 Japanese Restaurant Guide
- 48 Asian Restaurant Review
- 56 Asian Restaurant Guide

LIFESTYLE

- 62 Beauty Interview
- 63 Beauty Guide
- 65 Health Guide
- 66 Korean NY
- 67 Shop Guide

EVENT ENTERTAINMENT LEISURE

- 68 Product Review
- 69 School Guide
- 71 Japanese Crispnet
- 72 Focus Pop Culture
- 76 Exhibition
- 77 Workshop
- 78 Event
- 79 Happenings



Cover
Photo/Photo
www.oriental.com

The issue on the cover of the month
means "Sake, Shochu, Japanese Beer
& Liquor" information about the
Sake Samurai's tour page 3

President/Editor

Kenji Sato

Editor in Chief

Kenji Sato

Editors

Kenji Sato, Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato

Kenji Sato



"Our concert is like a film, taking you on a journey."

— YOSHIKI, X JAPAN

Yoshiki has held many roles, from musician to radio DJ to collaborator with Hello Kitty. But he remains most famous as the drummer, pianist, and leader of X Japan, a legendary heavy metal band that helped found the popular visual kei genre. On October 11, X Japan will perform at Madison Square Garden.



©2014 X Japan All Rights Reserved

YOSHIKI was born in Chiba and began playing the piano at age 4. In 1981, he formed the band X, later renamed X Japan, whose major label debut album *Blue Blood* debuted at number 8 on the Oricon charts in 1992. Although X Japan broke up in 1997, they reunited in 2007, and their new and older recordings to include increased global hits in their concert. Yoshiki is frequently seen in many solo musical and business projects, including film scoring and fashion merchandising. He has released 5 solo musical albums since 1995.

On October 11, X Japan will perform at Madison Square Garden, four years after the band first performed in NYC. What kind of show should audiences expect?

The Rosebud Ballroom show in 2010 was very organic. We had laser lighting but otherwise pretty much a plain stage. But this time we are bringing the full production from Japan: drum rise, drums rising, and pyrotechnics.

This year marks X Japan's 25th anniversary since its major debut and 30th since its US debut. You have both long-term loyal fans and new fans. How do you approach both?

I don't play differently for Japanese or overseas fans. I play like there's no tomorrow.

X Japan is known for its heavy metal sound and beautiful ballads. What do you like about performing such different kinds of music?

I grew up playing classical piano and rock drums, so I love both. Some people think it's strange that I'm playing hard on the drums, and the next moment I'm playing a classical tune, just going back and forth. Our concert is like a film: taking you on a journey.

We had a lot of drama in X Japan. We have anger, pain, happiness, and sadness, and we combine everything to express all those feelings through music and our performance.

Do you find any surprising similarities between heavy metal and ballads?

I just played my *Distorted World* tour. Even though it was just playing piano, some piano playing can be very aggressive, such as in the song "Act of Love." During the classical tour I played that song very ro-



tently. When I'm playing drums, the song can be very gentle.

Usually, I express the softer side of me through piano and the aggressive side through drums.

X Japan is often considered a founder of visual kei in the 1980s. Would you describe what "visual kei" is to those who are not familiar with the term? What was it like when visual kei was new?

If you said the words visual kei, people might think it's very flamboyant, flashy-looking. It's very different from hair metal. We have new voices and punk influences. Visual kei is more like a spirit to me. Fashion meets music and freedom of what you can express.

When people cannot define what something is, they start attacking us. People couldn't figure out what we did, like we play super fast and super heavy but dress like anime characters, then sometimes we play soft music. A very famous magazine critic asked, "Why don't you dye your hair all black?" We didn't go that way.

We might be one of the inventors of visual kei, but newer generation bands keep carrying that spirit. I have to thank them for doing this.

You also organize music and fashion events, such as Asia Girls Explosion. Do you think your visual kei history has any influence on your interest in fashion?

Fashion and music—you cannot separate those two. Even if you're wearing trained jeans, that's fashion. It was natural for me to produce that kind of fashion show.

You are very active in your own projects. In 2012, you composed the theme song for the 69th Golden Globe Awards. How did it come to you? Looking back, what was your experience writing the theme?

I was invited to go to the Golden Globe Awards and become friends with some of the members of the Hollywood Foreign Press Association. One day, one of the members asked me if I would be interested in composing the theme song for the Golden Globes. I was like, "Wow!"

I need a song for the reigning Emperor of Japan, but I'm also a rock musician, so I understood both the prestigious and rock 'n' roll sides. The Golden Globes are kind of a party. They have a big round table and people drinking.

It was a challenge. I had to think about the tempo because all these actors are walking to the stage. I wrote three different songs: something super mellow, something hard, and something in the middle. Eventually, I found a direction.

You are multi-talented and there are so many possibilities and directions to go. What are you interested in most right now?

Music, music, music! It always looks like this. Everything else is a hobby, but I like to create music that can touch people's hearts.

You have been doing a great deal of charity work for nearly 20 years, such as by founding Yoshiki Foundation America in 2010 and using it to raise money for victims of the March 2011 earthquake in Japan. What draws you to charity work?

I lost my father when I was 10 years old, then I was a very depressed kid. When the Kobe earthquake happened, over 20 years ago, our land donated points to every school damaged by the earthquake. Eventually I decided to create my own foundation because I understand the pain, especially for children.

You live and work in Los Angeles these

days. What are the differences between living in Japan and America?

In America I can walk down the street without being recognized. In Japan, the food is amazing. But those days I toured a lot. I've been to so many countries so many times. I almost feel like I live all over Earth.

Many *Chopsticks* NY magazine readers are Japanese culture fans and want to visit Japan. Would you recommend any place or things to do there to our readers?

It can be kind of cliché, but Kyoto is amazing. You can tell why that place was the capital of Japan a long time ago. It's really beautiful.

This issue of *Chopsticks* NY will feature Japanese sake and shochu. I know you have a wine brand, but do you like sake and shochu as well? Is there any specific sake/shochu brand you like?

I really like red wine. When I eat sushi or something like that, I drink sake and shochu too, but shochu is made of sweet potatoes—I like that. Moo.

Right now I'm doing a special set for Madison Square Garden, so I don't eat as healthy as at all. I don't drink sake or eat sushi. I'm going to leave those the next day after Madison Square Garden!

—Interview by Victoria Goldsberg

October 10 Yoshiki in New York Comic Con

In 2012, he started a comic book series, *Planet Rock* (written with Glen Lee and Todd McFarlane, which stars himself). He, alongside with Lee, will do a panel discussing their new project about the series on October 10, a day before the X Japan concert.

www.newyorkcomiccon.com

October 11 X Japan Concert at Madison Square Garden

X Japan will return to New York for the first time since 2010 and perform at MSG for the first time in their 25-year career.

For tickets:

www.chopsticks.com/en/ny/2014/october/xjapan.html



I have a background in classical music and I orga-



NY NOW Report

NY NOW is an upscale trade show showcasing the latest items in international home decor, stationery, kitchenware, fashion items, and even food. During the five-day event in August, *Chopsticks NY* checked a considerable number of products and selected Japanese items that are original and innovative.

NY NOW: www.nynow.com

Cute and Functional Desktop Items

Items made in Japan are known for their functionality, uniqueness and for having meticulous, well-thought design. The instantly adorable animal and food-themed items fit in here too to be a unique kind of beauty. It is offered by **MAMAKA**, a company specializing in kitchen classics and novel suitable for the silver anniversary for "Dishobako" (Dish Box). These rubber objects don't, effectively serving it from every rock and corner in your kitchen. There is a large bowl for food storage and a mirror plate for serving guests. MAMAKA also introduces metal tools as a unique kitchen dish: oval vegetable brush, bread roller, tub and various kitchen items, all of which have charming appearance and highly functional design.

www.mamaka.co.jp/en



Ferrari of the Incense Holder

Bokuto is a prestigious incense burner with over 300 years of history. It is not only produced by high-quality material, but also offers excellent use for strong incense as you enjoy today life. This plant incense burner was developed in a superb collaboration of time-honored Japanese craftsmanship and world-class contemporary design. Designed by Ken Dojima, world-renowned industrial designer of Ferrari and the most famous time table, the fine **BOKUTO** incense burner is made of ceramic that beautifully combined with a very color accent of dark velvet, the innovative incense burner is made with mother Japanese traditional craft, Arts gestures. It will increasingly value incense, luxury and class to your life.

www.bokuto.co.jp/english/
www.bokuto.co.jp/usa/ny/nyshop/nyshop.htm
(Japan only)



The Power of Japanese Cedar

Company wood is not limited to furniture and carpentry. You can carry the cedar-bamboo, strength and enjoy the lovely smell of cedar wood and its beautiful natural color pattern example. It is made of the cedar a product from **Nichikawa-Ginjo** in Miyazaki Prefecture, renowned as a high quality material for making things due to its oil content and flexibility. When wooden products are made, the best cedar timber naturally stand in order one of the features of the cedar and makes the industry. This incense is one of the beautiful products this cedar and it is perfectly in line with modern fashion and eco-friendly trends.

<http://nigyo.co.jp>
<http://japaneserhythmicstyle.com/ny/nyshop/nyshop.htm>



Iconic Mt. Fuji Egg Holder

Eggcup Mt. Fuji is an iconic figure for Japanese people. But even UNESCO assigned the highest mountain in Japan as a World Heritage Site in 2013. It is renowned as an experienced seat for many products such as table, table, cup, glass and containers. The iconic egg holder, made by **Nichikawa**, replicates the mountain's beautiful landscape and covers a range through the mountain in only released when you get the table eggcup.

www.nichikawa.co.jp/english



Sweet Spices for Your Table

Black Sea Harems, herbs and mangelone culture Japanese **jap culture** is a gift giving unique culture. Tableware brought to you by **Jewel Japan** offers with joy and wisdom sweetness in their design. The creators for the jewelry company are unique, sweet and long for to everyday life. Jewel Japan products are created and distributed in the U.S. through American retail exclusively by **Ships Company** a Japanese influence wholesale company with a history of over 50 years.

www.shipscompany.com



ORIGAMI IS NOT THE ONLY ART OF JAPANESE PRECISION



POTATO CHIP CHOCOLATE,
ORIGINAL

ROYCE'

HOW JAPAN DOES CHOCOLATE

VISIT US FOR A COMPLIMENTARY TASTING

509 MADISON AVE AT 83RD ST • 32 WEST 46TH ST AT BRYANT PARK • 253 BLEECKER ST IN THE WEST VILLAGE

ROYCECONFECTIONUSA.COM



roycechocolate

50 years
since 1964

One Cup Sake Trending in NYC

Ozeki's One Cup sake just celebrated its 50th birthday. Today there are abundant variations of these individually packed sakes, however Ozeki's One Cup sake was the pioneer of this category of sake, which was meant to be sold in vending machines. It changed the way people enjoyed sake in Japan forever, and now seems to have caught the eyes of New Yorkers as well, so we went to Azusa where One Cup celebrated its birthday and spoke to the people who were enjoying it.

Meehir says:

It's really nice and smooth, it almost goes down like water. I really like the container because it feels like you're drinking out of a real glass. It would be nice to see bars sell sake like this, so you can order sake as you would order beer.

Sue says:

I've always gravitated towards junmai sake, so this feels familiar. It has the taste of good quality sake. It's a good, dry, not-too-sweet, crisp sake and I love the functional packaging.

Royal says:

It has a scent of white grape and lychee. It's smooth and well-balanced, it's not acidic and not too sweet. I like that it is very harmonious, light, and reliable.

Amanda says:

It's very drinkable, almost dangerously so. I think the packaging is genius. It's slightly sweet, and really easy to drink. The fact that it comes in its own cup makes it fun.

Anna says:

I think this glass cup idea is very cool. It's my first time having sake not in a cocktail, but I find it goes well with everything, and is smooth and very pleasant. The images on the cup can serve as a cool drinking game.

Brian says:

I like that it's medium dry and fruity but still very crisp. The mouthfeel is very smooth with medium body. I really like that it's well balanced and easy to drink. I would love to see them in convenient stores here.

Azusa

Azusa is a casual Japanese izakaya with servers who lead you to the largest selection of single-serving cup sakes.

40 Clerks St. New York, NY 10002
T: 212-777-7899 | www.azusanyc.com



Ozeki Sake (U.S.A.), Inc.
www.ozekisake.com

JFC INTERNATIONAL INC.

Distributed by JFC International, Inc.
TEL: 908-525-4100 www.jfc.com

SAKE, SHOCHU, JAPANESE BEER & LIQUOR CATALOG

There are countless Japanese drinks available in the U.S., which can make choosing one confusing. Introduced in this issue of Chopsticks NY is our most updated, comprehensive list of sake, shochu, Japanese beer and liquor available in the U.S. This list can also be found on Sake-Guide.com, Chopsticks NY's sake specialty website, and will be smartphone-friendly, so you can carry it with you all the time.

P 09: Sake list

P 20: Shochu list

P 23: Liquor list

P 24: Japanese beer list

P 26: Brand/Brewery/Importer/Distributor list




Scan QR code.
Enjoy loads of sake &
shochu information.


HOW TO READ CATALOG INFORMATION

Sake

Name of the sake — CHOPSTICKS Perfect (Junmai)



Sweet and dry index —



Recommended temperature to drink the sake

Cool: About 50 °F
 Warm: About 105 °F
 Hot: About 120 °F


Name of the brewery — Choshiro Sake Co., Ltd.

As a traditional and important value that conveys a sake's image and is related to the sake's characteristics, the name of the brewery is indicated.

Shochu

Base ingredient — Sweet Potato (Shochu)

Name of the shochu — CHOP SHOCHU



Recommended ways to drink

Neat Straight
 Rock — On the rocks
 Hot — Cut with hot water
 Cold — Cut with cold water

Name of the brewery — Iwanohe Co., Ltd.

Shochu is a distilled spirit made from various grains. It is a slightly alcoholic beverage. The label shows the base ingredient and the recommended ways to drink. It is recommended to drink it with food.



BOTTLE/LABEL DESIGN CONTEST

Choose a Favorite Bottle/Label Design and
 Win a \$100 Gift Certificate
 Can be used in the restaurants below



[How to Enter the Contest]

- Go to www.sake-guide.com and vote on **Bottle/Label Design Contest** voting page.
- Choose your favorite bottle/label design from the brands introduced in this sake catalog, which are also listed online, and tell us what you chose in each category listed below and how total.
 - a) Sake
 - b) Shochu
 - c) Other Japanese Liquors and Beer
 - d) All Categories Combined

The entry deadline is **Oct. 31**, and winners will be informed by **Nov. 31**.

The contest results will be announced in the December issue of Chopsticks NY.

[Participating Restaurants]

Cherry Exchange
 108 W. 80th St. Brooklyn, NY 11208
 Tel.: 347-489-0000

Decadent
 384 E. 9th St. New York, NY 10003
 Tel.: 212-679-1230

Sakana
 107 Ludlow St. New York, NY 10002
 Tel.: 945-556-0004

Sankai
 27 W. 8th St. Brooklyn, NY 11201
 Tel.: 718-354-4765

Shiguro
 217 Church St. New York, NY 10003
 Tel.: 212-865-0200

JUNMAI DAIGINJO

純米大吟醸

1 BORN Gold



Chilled

Aged at 14°F for 1 year, this golden-hued sake has a wonderful aroma and a clear taste. Drink chilled in a large wine glass.

Kikkoman Shochu

2 BORN Hoshi "The Earth"



Chilled

A junmai daiginjo aged at 20°F for 2 years. It has a persistent body with a complex flavor and a pure, uplifting aroma.

Kikkoman Shochu

3 BORN Hyozan "Ice Berg"



Chilled

A pure and clear junmai daiginjo sake in a set of 3 blue bottles is evocative of an iceberg and symbolizes peace on earth.

Kikkoman Shochu

4 BORN Muroka Nama Genshu



Chilled

An unfiltered and unpressed sake that conjures a rich bouquet. When drinking on the rocks, add a drop of citrus.

Kikkoman Shochu

5 BORN Nihon No Tsubasa "Wing of Japan"



Chilled

Delightfully delicate and flavorful on the palate. A beautiful aroma, followed by a crisp, vibrant aftertaste.

Kikkoman Shochu

6 BORN Tokusen Junmai Daiginjo



Chilled

A sophisticated sake that flows smoothly over the palate. Its refreshing fragrance of grapefruit seduces the nose.

Kikkoman Shochu

7 BORN Yume wa Masayume "Dreams Come True"



Chilled

Aged at 17°F for 5 years, this smooth-sake has an evocative deep aroma and a dry back palate. Awarded the IBC2013 Gold Medal.

Kikkoman Shochu

CHOKAISAN
Junmai Daiginjo



Chilled

Available from the highest flowers gives the elegant sake a bouquet of blossoms, fresh herbs and a hint of Asian pear.

Yamazaki Sake Co., Ltd.

GASANRYU
Gokugetsu



Chilled

Embodying a well-balanced flavor, full fragrance and best taste, it is savoring as it is paired with French dishes or white fish.

Yamazaki Sake Brewery Co., Ltd.

GASANRYU
Kisaragi



Chilled

A delicate and sleek sake with a bright and clear flavor, this medium dry sake has a slight malic acid and a sharp finish.

Yamazaki Sake Brewery Co., Ltd.

GEKKEIKAN
HORIN
Junmai Daiginjo



Chilled

Brewed using rice and water from Kyoto, this ultra premium junmai daiginjo makes a clean, mild flavor and sturdy taste.

Gekkeikan Sake Co., Ltd.

HAKUSHIKA
GOKA SENNENJU
Junmai Daiginjo



Chilled

Fruity in fragrance, this elegant daiginjo has a rich body and smooth taste. Won the 2011 Monde Selection Grand Gold Medal.

Hakushika Sake Brewery Co., Ltd.

HAKUTSURU
Junmai Daiginjo Shio-uzume



Chilled

Crafted with only Yamada-dare polished more than 50% and Hada-junmai is brewed spring water, it is the supreme sake.

Hakutsuru Sake Brewery Co., Ltd.

MIKAWABUSHI



Chilled

Its well-rounded sweetness and layers of flavors come from Daikoku-mai rice. Enjoyed in a wide range of temperature.

Mikawabushi Sake Co., Ltd.

MINOWAMON



Chilled

This unusually delicate sake has a clean taste with an underlying richness that creates a sense of elegant aroma.

Minowamon Sake Brewery Co., Ltd.

1.6 MYOKA
RANGYOKU



Chilled

Complex and gingery with distinct acidity, this undistilled junmai daiginjo brewed by the honjo method embodies perfection.

Daiginjo Sake Brewery Co., Ltd.

1.7 NANBU BIJIN
Shimpaku
Junmai Daiginjo Sake



Chilled

Being 100% Yamada-dori rice and bottle conditioned, this junmai daiginjo has a deep aroma with a balanced finish.

Nambu Sake Brewery

1.8 SHOIN



Chilled

Reasoning bouquet of violets and lilies with the fruitiness of Granny Smith apples. It is gracefully rich and medium dry.

Tenmei Sake Co., Ltd.

SAKE JARGON

DAIGINJO and GINJO

The percent of remaining grain size is an important indication of how a sake will taste. The sake classified in the "daiginjo" category uses rice which has less than 50% of its original grain remaining. If you find a sake labeled 30%, this would be a daiginjo sake because 70% of the rice was milled off leaving 30%. The lower the number, the smaller the grain. In general, the smaller number sakes are more fragrant, elegant, and better consumed chilled. The ratio of remaining grain size of the sake in the "ginjo" category is less than 60%, which means more than 40% of the rice grain is milled away.

NAMA

Literally translates to fresh or raw. "nama" roughly means freshly squeezed sake. However, there are three types of nama. During the long steps of brewing, freshly squeezed sake must be heated twice for pasteurization, first before aging and the second time before bottling. Sakes that skip the first pasteurization process are called "nama chozo" meaning "fresh pressing." On the other hand, the sake that skips the latter process is called "nama zome" meaning "fresh bottling." Those that have skipped the pasteurization process entirely are called simply "nama" or "ho-nama" meaning "truly fresh."

DAIGINJO

大吟醸

1.9 NANBU BIJIN
"Southern Beauty"
Daiginjo



Chilled

It opens with a refreshingly fruity aroma and is followed by a rich flavor that creates a perfect balance on the palate.

Nambu Sake Brewery

2.0 TOKUGAWA
IEYASU



Chilled

This well-balanced daiginjo utilizes the highest quality rice, water and brewing techniques, and achieves a superb flavor.

Mitsui Gin Co., Ltd.

JUNMAI GINJO

純米吟醸

21 AMABUKI Junmai Ginjo Nama Strawberry Yeast



Strawberry yeast yeast is used to make the sake, giving it a characteristic sweetness and fragrances of strawberries.

Amabuki Sake Co., Ltd.

22 AMABUKI Junmai Ginjo Nama Sunflower Yeast



The unsaturated sake has a hint of dryness and a rounded fragrance sunflower yeast. Great with an array of cuisines.

Amabuki Sake Co., Ltd.

23 G FIFTY



g fifty is a ginjo milled to 50%, a daiginjo grade. A sake with equal parts of power and elegance, polish and panache.

Yoshida

24 G JOY



Crafted using ancient Japanese techniques and American innovations, this super polished sake retains depth and femininity.

Yoshida

25 GEKKEIKAN SUZAKU Junmai Ginjo



Mild notes of pear honeydew and pineapple and a creamy body, it complements various dishes from seafood to meats.

Gekkeikan Sake Co., Ltd.

26 HAKUTSUKU Superior Sake "Junmai Ginjo"



It is brewed with meticulous care and a traditional method using only the finest rice and the best-famed "Mojibito" water.

Hakutsuku Sake Trading Co., Ltd.

27 KAORI



Gorgeous saunas of mineral geyser and barium. Its light releasing body is great for beginners and connoisseurs alike.

Tokuyama Sake Co., Ltd.

281 KIKUSUI
Junmai Ginjo



Sweet Dry

Chilled Room Temp.

Light and dry with a hint of refreshing mandarin orange. Its moderate body and dryness complement any dish.

Kikusui Sake Co., Ltd.

284 MASAKURA



Sweet Dry

Chilled

The delicate aroma of this refreshing sake captures up the essence of early spring. It is silky rich with a well-rounded flavor.

Daikoku Sake Brewery Co., Ltd.

303 MOMOKAWA
Diamond Junmai Ginjo



Sweet Dry

Chilled

Developed and brewed in Oginjo with the knowledge shared by the brewers in Japan, Diamond shows harmonious flavors.

Sakibito

311 NAGARAGAWA
Junmai Ginjo Tenkaywa



Sweet Dry

Chilled Room Temp.

This junmai ginjo features a sparkling aroma with a sharp character. Rich umami spreads across the palate and lingers softly.

Nagaragawa Sake Brewery Co., Ltd.

322 YOSHINOAWA
Junmai Ginjo Water Warrior



Sweet Dry

Chilled

A fresh expression of Nagata style sake. Cooled for those seeking something refreshing, but honest and unadorned.

Yoshinogawa

GINJO

吟醸

325 MANABITO
Ginjo



Sweet Dry

Chilled

Perfectly crisp, clean-tasting sake. Fullness of peaches, plums and apricot. Taste of white cocoa provides a delicate finish.

Manabito Sake



JUNMAI

純米

34 AMABUKI Yamabuki Junmai Mangold Yeast



The true essence of mangold is noticeable both on the palate and nose of this junmai sake. Great when served warm.

Amabuki Sake Co., Ltd.

35 DEWATSURU Kimoto Junmai



Rice gets frothy and aromatic with slightly creamy texture. Notes of mushrooms and nutty grains.

Dewatsuru Brewery

36 FUNAGUCHI KIKUSUI Nama Genshu



Unpasteurized and undistilled, over 40 years old, Kikusui's first nama sake has a fruity aroma and fresh full-bodied flavor.

Kikusui Sake Co., Ltd.

37 GEKKEIKAN BLACK & GOLD Junmai



A full-bodied and rich sake with a smooth and mellow flavor. It is versatile and can be served lukewarm or cold.

Gekkeikan Sake (2014) Inc.

38 HAKUTSURU Draft Sake



This draft sake with refined freshness is aged for one month and pasteurized just once before bottling.

Hakutsuru Sake Brewery Co., Ltd.

39 HAKUTSURU Excellent Junmai Sake Paper Pack



Hotland and full-bodied with subtle retronasality. This Junmai shows different facets in taste depending on temperature.

Hakutsuru Sake Brewery Co., Ltd.

40 HAKUTSURU Organic Junmai Sake



Using the premium California rice, it is brewed with refined techniques. Ingredients and processes are all USA certified organic.

Hakutsuru Sake Co. (USA) Co., Ltd.

11 HAKUTSURU
Tanrei Junmai



Chilled ☒ Room Temp. ☐ Warm ☐ Hot ☐

This junmai sake has a smooth and semi-dry taste. Its flavor changes depending on the temperature from cold to hot.

Hakutsuru Sake Brewery Co., Ltd.

12 JIZAKE TENZAN
Junmai Genshu



Chilled ☒ Room Temp. ☐ Warm ☐

This distilled sake exhibits a full-bodied taste and a mellow aroma. Complements both strong and subtle flavored meals alike.

Tenzen Sake Brewery Co., Ltd.

13 JUNMAI TARU SAKE



Chilled ☒ Room Temp. ☐ Warm ☐

Known in the sake world for its dry and clean aroma, this dry Junmai Taru is bottled when the refreshing aroma reaches its peak.

Kiku-Matsunaga Sake Brewing Co., Ltd.

14 KAGATOBI
Can Goldkanjunmai



Chilled ☒ Room Temp. ☐ Warm ☐

Brewed in the coldest month, this sake conveys up a gentle, not-far-from-pure great with traditional Japanese dishes.

Fukuhara Sake Brewery

15 MURAI FAMILY
Tanrei Junmai



Chilled ☒ Warm ☐

Brewed in Hachioji, Tokyo, for fresh and clean unadorned sake, this crisp junmai sake is ideal with sushi/sashimi.

Murai Family (Hachioji) Brewery, Japan

16 SAKÉMOTO
Junmai



Chilled ☒

From a 270 year old brewery, it delivers a taste suited to the American palate. Fruity nose, rich texture, and smooth finish.

Sakémoto

17 SHICHIDA
Junmai



Chilled ☒ Room Temp. ☐

Pure rice flavor with a beautiful balance of sweetness, acidity and umami. A perfect table sake accompanying any cuisine.

Tenzen Sake Brewery Co., Ltd.

18 SUISEN SHUZO
KIBO Junmai Sake



Chilled ☒

Made by a brewer involved from the earthquake and tsunami of March 2011, KIBO is delicately brewed with a dry finish.

Suisen Shuzo

URA-GASANRYU
Futsuka



Sweet Dry

Chilled

With a gorgeous aroma, this futsuka is comparable to premium sake quality. Great with light Chinese and meat dishes.

Shinko Sake Brewery Co., Ltd.

HONJOZO

本醸造

GOKUN
Honjozo



Sweet Dry

Chilled Room Temp Warm

It's brewed with local rice using their traditional method. It won several gold medals at IFA Int'l Wine Competition 2014.

Shinko Sake Co., Ltd.

HIDEYOSHI
Namacho Honjozo



Sweet Dry

Chilled

Yeastful, vibrant scent of lychee fruit and roasted hazelnut. Served unadorned. Light, easy-drinking with floristic loads.

Shinko Sake Co., Ltd.

URA-GASANRYU
Kinka



Sweet Dry

Chilled

This sake is remarkably aromatic with a fresh, succulent taste. Its subtle elegance makes it an ideal choice for any occasion.

Shinko Sake Brewery Co., Ltd.

SPARKLING

スパークリング

GERKEIKAN
ZIPANG
Junmai Sparkling



Sweet Dry

Chilled

A naturally carbonated, sparkling sake with a low alcohol content. It is light and sweet with a clean, refreshing finish.

Golden Gate Co., Ltd.

LACHAMTE
Carbonated Sake



Sweet Dry

Chilled

Produce-like fragrance with persistent mouthfeel that adds the nose with notes of white peaches, honeyquince and toasted almonds.

Shinko Sake Co., Ltd.

NIGORI

にごり

DEWATSURU Junmai Nigori



Chilled

This food-friendly ultra-fine nigori is reminiscent of green apples, melons and a splash of citrus fruits with a hint of almonds.

Brewmasters Treasury

HAKUSHIKA SNOW BEAUTY Junmai Nigori Sake



Chilled

Nicely in tandem with a pleasant fragrance of freshly crunched rice, this nigori sake is a traditional favorite.

Tokuzen-Hakko Brewery Co., Ltd.

HAKUTSURU "SAYURI" Nigori Sake



Chilled

Made from selected G6, koji and natural water from the Fudô mountain, Sayuri or "little lady" embodies gracefulness.

Hakutsuru Sake Brewing Co., Ltd.

KIKUSUI Perfect Snow



Chilled

The full-bodied nigori gonshu's unique versatility allows it to be drunk straight over ice, with soda or even in a cocktail.

Mitsui Sake Co., Ltd.

MURAI FAMILY Nigori Gonshu



Chilled

This cloudy blend, distilled sake is the finest example of its kind. Smooth and creamy with notes of coconut and pineapple.

Murai Family (Brewmasters Treasury brand)

NAGARAGAWA Sparkling Nigori



Chilled

Slight carbonation from an in-bottle fermenter has given crispness. Enjoy cold as the main and a nicely bitter aftertaste.

Nagaragawa Sake Brewing Co., Ltd.



OTHER

その他

DEWATSURU SAKURA EMAKI



Chilled

This pure red sake is made from full-flavored purple rice. Delight tastes of crisp apples and red berries. Slightly acidic.

Dewatsuru Brewery

HAKUSHIKA UME ODORI PLUM



Chilled

Blending premium Junmai ginsu sake and natural extract of the Hosokuni variety plum, it is pleasantly sweet with a hint of citrus.

Tokunaga-Hosokuni Breeding Co., Ltd.

HAKUTSURU Plum Wine



Chilled

Room Temp.

Created with highly developed technique, it highlights a natural, refreshing taste and natural aroma from the fruit.

Hakutsuru Sake-Brewing Co., Ltd.

HIDEYOSHI FLYING PEGASUS Aged Daiginjo



Chilled

Limited-edition, seven-year aged Daiginjo. Notes of dried mushrooms, citrus, apricots. Golden gourd/foam sake/sake/Wakayama Topycom.

Takami Sake Co.

KAORI Mikan Sake



Chilled

Refined ingredients of Sake. Mandarin orange and subtle bitterness of its skin mix nicely and unfold on the palate.

Tokunaga-Hosokuni Co., Ltd.

KASUMI TSURU Kimoto Extra Dry



Chilled

Room Temp.

Warm

Hot

Created using the kimoto method producing a layered taste, it yields rich, complex and elegant flavors with a lively balance.

Kasumi Sake

MINATO HARBOR TSUCHIZAKI Yamabai Nama Genjima



Chilled

Unfiltered, unpasteurized sake in its signature clear sake "Tsuki" style. Rich and slightly sweet. Enjoy chilled or on the rocks.

Kobe Sake Co.

MOONSTONE
ASIAN PEAR




Light, fresh and layered with pear aromas and flavors it retains a distinctive taste of the base sake with a fruity note.

Dojoko

NANBU BIJIN
No Sugar Added
Umeshu Plum Sake




With plums soaked in the signature 100% big sake, it has a pink color and releases umami and a natural sweetness.

Merlot With No entry

地下居蔵屋

MEW



SHOCHU
Now Available
at 35th St. Herald Sq

Isakaya MOW
55 W. 35th St. Basement,
(btwn 5th and 6th Ave.)
New York, NY 10001
545-388-8284
[facebook.com/isakayamow](https://www.facebook.com/isakayamow)

LUNCH MON-FRI 12PM-3PM
DINNER MON-THU 6PM-1AM
FRI, SAT 6PM-2AM
HAPPY HOUR 5:30-7PM, 8PM-CLOSE



Mon.-Sat. 11am-12am
Sun. 11am-11pm
14 W. 4TH ST. (@ MERCER ST.)
212-505-8934   
www.dojorestaurant.com



Dojo

DOJO
RESTAURANT

Enjoy the bar
and Japanese
cuisine near NYU

Bring your coupon
or mention "Chopstick NY"
and you will receive
10% off
*tax included
*dinner only

SHOCHU

焼酎

Heat

Rocks

Hot Water

Cold Water

Spiked

Recommended ways to drink

Neat: Straight

Rocks: On the rocks

Hot: Cut with hot water

Cold: Cut with cold water

70

Bartley Shochu
AKA ONI



A Bartley shochu with a clean and neutral essence leads to a sweet fragrance of rice fruits and oranges that comes alive on the palate as you savor it. This shochu is remarkably soft and smooth.

Shiro Oni Shochu Co., Ltd.

72

Bartley Shochu
GINZA NO SUZUME KOHAKU



Stored in cedar box barrels for three years, producing a mellow aroma and mellow flavor. Smooth and gentle, it can be enjoyed by a wide audience, including whiskey lovers.

Sakurabaru Sake Brewery Co., Ltd.

72

Bartley Shochu
MIZU SHOCHU (MIZUNOMAI)



Single distilled from barley and blacklegums, it is handcrafted in the new "ginchu" style (higher proof). Smooth, delicate, and earthy spirit with notes of contemplation and banana, followed by hints of vanilla. 40%.

Namazu Shochu Co., Ltd.

73

Bartley Shochu
TSUKUSHI KURO



A gradual exhalation from the barley aroma followed by a sweet and powerful flavor. Richness lingers on your palate and awakens your appetite. Pairs well with strong flavored dishes like BBQ.

Mikayori Sake Spirits Co., Ltd.

74

Bartley Shochu
TSUKUSHI SHIRO



Crisp and fragrant rice wine sipping, and a hint of sweetness spreads across your palate with a clean finish. This light tasting Bartley shochu goes great with subtle flavored dishes like sashimi and sushi.

Mikayori Sake Spirits Co., Ltd.

75

Bartley Shochu
LENTO



Lenito is aged by the "toriyagi" (natural) process (aging/medicinal) in a cellar with the sound of classical music for three months. The result is a mellow aroma and drink flavor which goes well with various dishes.

Arakawa Sake & Spirits Co., Ltd.

76 Sweet Potato Shochu
AKA MAOH








Placed in an earthen pot for one year it is elegantly balanced. The full aroma of sweet potato spreads merrily across the palate and its rich umami lingers in the finish. Pair today's feast with hot water.

Komasa Brewery Co., Ltd.

77 Sweet Potato Shochu
GOKUJO KURA NO SHIKON








This masterpiece follows the traditional shochu-making methods and the distiller's original craftsmanship, playing system. Appreciate the layers of flavors and maturity of the handcrafted shochu.

Komasa Brewery Co., Ltd.

78 Sweet Potato Shochu
KOZURU KURO








Using the distiller's original production method, this premium shochu skillfully locks in the umami and aroma of sweet potato. Its profound body and sweetness linger in your mouth and taper elegantly.

Komasa Brewery Co., Ltd.

79 Sweet Potato Shochu
KURA NO SHIKON








Crafted with premium sweet potato made by an award-winning potato grower and locally made rice, this shochu goes through an aging process in earthenware that helps it mature into a well-rounded taste.

Komasa Brewery Co., Ltd.

Tasting Comparison of Sweet Potato Shochu by Komasa

-Soft & Smooth vs Full-bodied & Rich-
"Kura no Shikon" "Kozuru Kuro"

OCT 1st-31st
Cherry Izakaya
138 N 8th St
Brooklyn, NY 11249
517.897.6300



Experience the sophisticated world of shochu with two delicious drinks from the same brewery with subtle variations. Same quality. The comparisons are on the second with a complimentary Kozuru Kuro. It is a special and great opportunity to enjoy sweet potato shochu.

Distributed by:  **KOMASA JYOZO CO., LTD.**
TEL: 908-525-1106  **PO BOX 60 JP**



A comprehensive list of Sake, Shochu and Japanese Beer

- ◆ Write reviews about your favorite sake, shochu and Japanese beer
- ◆ Search sake by keyword
- ◆ Browse a sake event listing

www.sake-guide.com

80 Rice Shochu
GINREI SHIRO



Back **Front**

Crafted with superior rice water and grape koji aged and brewed at slow temperature, this rice shochu is reminiscent of fennel and clear grape sake, boasting a mild and smooth texture with a well-rounded finish.

Tokushichi Shochu Co., Ltd.

81 Rice Shochu
HAKUTAKE SHIRO



Back

Distilled using premium rice and mineral rich water, it is a vibrant rice-based shochu with an elegant, truly fragrant. Its delectable rice essence brings out the best flavor in any accompanying meal.

Tokushichi Shochu Co., Ltd.

82 Rice Shochu
KAWABE



Back **Front**

Made with the clear water of the Kawabe River awarded No. 1 in Japan's water quality rankings, 5 years in a row, this rice shochu produces a clean, pure aroma and taste reminiscent of the River.

Shochu/Shochu Co., Ltd.

83 Rice Shochu
KINJO SHIRO



Back

Boasts a rich, aromatic and mild yet full-bodied taste from an aging process in three kinds of barrels: American white oregon oak, cognac, and cherry. It blends three rice shochus with superb balance.

Tokushichi Shochu Co., Ltd.

Taste the Difference of "Acoustic Aged" Shochu

"SLOW & RELAXED" BROWN SUGAR SHOCHU

LENTO

Women's favorite shochu | Healthy | No Sugar, low calories

Acoustic equipment is affixed to the shochu storage tanks. For three months Lento matures while "listening" to classical music, which flows from the speakers on to the tanks. The rich, melting sensation, the mellow and smooth mouth-feel are realized through the fumes of tiny particles caused by the acoustic vibrations, and through the love of the brewers. Its unique flavor with a hint of sweetness is a great addition in any cocktail.



JFC INTERNATIONAL INC. Distributed by JFC International Inc. / Tel: 905-625-4400 Anami Oshima Kawan Browning Corp. / www.lento.co.jp

LIQUEUR

リキユール

65¢

CHOYA
Classic



Reds



Choya Classic is an authentic style umeshu made by soaking 100% natural umeshi Japanese plums in shochu. It is sweet and tart with a hint of a spicy aroma. 15% alcohol content.

Choya Liqueur USA, Inc.

65¢

CHOYA
Honey



Reds



Choya Honey is a shochu based plum wine, made with no sugar added. Its pleasant honey taste and aroma can be enjoyed as a sipping drink with waters, like soda, or served as a delicious cocktail base.

Choya Liqueur USA, Inc.

65¢

CHOYA
Shiso



Reds



Flavored with shiso herb (Japanese basil), Choya Shiso products is a unique taste. Great served as a delicious cocktail base and also can be used for cooking desserts like jelly and sorbet.

Choya Liqueur USA, Inc.

THE BARREL

European tapas bar and restaurant provides a romantic atmosphere with highly decorated interiors of the barrel itself. The delicious tapas served at night is the perfect combination with a glass of wine.

Stop by
anytime for drinks
and tapas and receive
10% off

10 Stuyvesant St. (bet. 2nd & 3rd Aves.) 212.598.0454 Open 7 days

Progression of Japanese Craft Beer



Beer is not a native drink to Japan, but today beer is no doubt the most common social drink. There is even a phrase in Japan: "Toraware bari," meaning "Pret beer." Beer production in Japan started in the mid-19th century. As people began enjoying more multi-cultural customs and eating styles, beer gained popularity and the Japanese adjusted its flavor to their own palates.

Today most of the domestic, mass-produced Japanese beer is traditionally of the Pilsner style that features a clear and delicate taste that is well suited to Japanese taste buds and drinking culture. However, since 1994 when Japan's alcohol taxation law was reformed and became more lenient to smaller brewers, many micro-breweries started to brew a variety of craft beers. Thanks to that, Japanese can now appreciate different styles of domestic beers flavor wise, from earthy to delicate and from bold to mellow.

Regarding the latest craft beer trends in Japan, American IPA is the most popular style among now craft beer fans over the past few years. "It is mainly because it has a distinct character derived from hops. Aromatic hops like Citra, Amarillo and Nelson Sauvie are particularly well received. Also, fruit beer, white beer and Weizen are enjoyed among lighter beer fans," explains Keisaku Hara of Yo Ho Brewing Company. This is one of the microbreweries that was established after the taxation law de-regulation, and it specializes in brewing also such as Yona Yona Pale Ale, Aooni IPA and Tokyo Black Porter.

Japan has developed a culture and skills to make liquors from a variety of ingredients such as rice, sweet potatoes and buckwheat. This can be applied to beer brewing, making beer flavors more diversified. The Japanese beer culture is now thriving more than ever, and will further evolve.



The company's next plant actually comes from America. Back in the 19th, the founder was impressed with the craft beer in America so he U.S. and decided to establish a microbrewery that specializes in the style beers.



The alcohol taxation law reform in 1994 was a game changer in the Japanese beer market. Breweries like Yo Ho Brewing are introducing a variety of original products, bringing a new era to the beer culture in Japan.

Photo courtesy of Yo-Ho Brewing Company
<http://yohobrewing.com/>
(Japanese only)

AOONI
IPA



Given the name "Blue Geyser," the IPA boasts a powerful yet well balanced bitterness that is additive. The label look from an abundance of hops followed by a crisp and refreshing flavor.

Go to the Linking Company

ECHIGO STOUT



ECHIGO STOUT has longer brewing period which produces a fairly mild flavor. Enjoy the creamy body, pleasant aroma and its fuller body to win the Japanese award in the USA World Beer Cup.

Go to the Linking Company

KOSHIHIKARI ECHIGO BEER



Using the premium short-grain rice called Koshihikari, this light drinker's beer is brewed of rice sake to create every beer from Gaps and refreshing, with an exceptionally smooth finish for superb drinking enjoyment.

Ichihara Beer Co., Ltd.

KOSHIHIKARI ECHIGO BEER CAN



A canned version of KOSHIHIKARI ECHIGO BEER, the sweetness of this water is characterized by the sweet flavor made out of Koshihikari rice. Its smooth and dry taste matches best with sushi.

Ichihara Beer Co., Ltd.

RION PREMIUM DRAFT BEER



This draft beer made in the subtropical climate of Okinawa is characterized by its clean and mild taste. Produced with an original method as fine and creamy foaming enhances a light flavor.

Okinawa Breweries, Ltd.

RION PREMIUM DRAFT BEER CAN



This canned version of ORION PREMIUM DRAFT BEER debuted this summer in the U.S. Born in the subtropical region, its refreshingly crisp texture and mild taste complement various kinds of dishes.

Okinawa Breweries, Ltd.

PREMIUM RED ALE



Complex yet refreshing with a robust aroma, balanced bitterness better and sweet. Specially malt, hops and extended aging period to deep red color. Pitches the flavor that delights any light beer fans.

Edible Beer Co., Ltd.

SUIYUUBI NO NEKO (WEDNESDAY CAT) Belgian White Ale



A gentle barley taste and sweet-sour flavors blend well in this Belgian style beer with a subtle bitterness and crisp finish. It fascinates all consumers. Also popular among women and even non-beer drinkers.

Yokohama Brewing Company

TOKYO BLACK PORTER



Made with roasted malts, it boasts a pitch-black color, distinctive cocoa and nutty aroma and multi-layered bitterness from the malts. Perfect pairing with the robust flavor of hamburger.

Yokohama Brewing Company

YONA YONA PALE ALE



This beautiful vibrant color American Pale Ale has a complex harmony of bitterness with light, zippy body and slightly fruity aroma. The subtle sweetness of the malts is perfectly paired with food cravings.

Yokohama Brewing Company

IMPORTERS AND DISTRIBUTORS AT-A-GLANCE

Beverage Traders & Sales Story LLC = **BT**
1835 Colorado Ave., South Suite 4A Seattle, WA 98134
TEL: 425-835-8158

Bonnie Select Wine Estates, LLC = **BS**
135 Madison Ave. 12th Fl. New York, NY 10016
TEL: 212-278-8798

Bowers Distributing Company = **BD**
324 Upper Delaware Ave., Harris, NY 14883
TEL: 708-734-8231

Feiberry = **FW**
294 Red Park Dr., Suite 100 Mount Laurel, NJ 08054
TEL: 856-273-7798

JFC International Inc./JFC JAPAN Inc. = **J/JJJ**
58 Wilcox Way Union, NJ 07003
TEL: 908-676-4102

Karumoto US Inc. = **KU**
18411 Caroline Blvd., Suite 240 Torrance, CA 90504
TEL: 310-373-1089

New York Mutual Trading, Inc. = **NM**
77 Main Wing, Scarsdale, NY 10594
TEL: 201-853-9235

Nishimura Trading Co., Ltd. = **NT**
802 Washington Ave., Carlstadt, NJ 07007
TEL: 201-604-1860

Park Street Imports, LLC = **PS**
1000 Bridge Ave., Suite 915 Miami, FL 33131
TEL: 305-567-1160

Sakuraba = **SB**
830 Elm St., Forest Grove, OR 97116
TEL: 503-357-7255

Selwyn Frank Importing Co., Inc. = **SF**
33 Cedar St., New Rochelle, NY 10801
TEL: 914-637-7300

Shoem & Sons = **SS**
30 Corporate Dr., North Haven, CT 06473
TEL: 203-739-8000

Southern Wine & Spirits of New York = **SW**
313 Lincoln Blvd., P.O. Box 8028, Spout, NY 11784
TEL: 516-691-8005

Winkow, Inc. = **WB**
35 Chestnut Ridge Rd., Monticello, NJ 07043
TEL: 301-445-8239

	Name of the Sales	Brewery	URL	Importer	Distributor
1	BORN Gold	Katsushiba Shouten	www.bornusa.jp	NM	NM
2	BORN Hoshi "The Earth"	Katsushiba Shouten	www.bornusa.jp	NM	NM
3	BORN Hoshi "The Sun"	Katsushiba Shouten	www.bornusa.jp	NM	NM
4	BORN Miyako Numa Canale	Katsushiba Shouten	www.bornusa.jp	NM	NM
5	BORN Nihon No Tsubasa "Wing of Japan"	Katsushiba Shouten	www.bornusa.jp	NM	NM
6	BORN Tokoro Jomai Daigyo	Katsushiba Shouten	www.bornusa.jp	NM	NM
7	BORN Yama no Muzumusu "Crystals Come True"	Katsushiba Shouten	www.bornusa.jp	NM	NM
8	CHOKAISHI Jomai Daigyo	Tsutsi Shiso Co., Ltd.	www.tsutsi.co.jp	WS	WS
9	GASANBU Kakigori	Shudo Sake Brewery Co., Ltd.	www.kusasa.com	JJ	J
10	GASANBU Kuzu-agi	Shudo Sake Brewery Co., Ltd.	www.kusasa.com	JJ	J
11	GOKEIKAN HOBIN Jomai Daigyo	Goikeikan Sake Co., Ltd.	www.goikeikan-sake.com	SP	SP
12	HAKUSHKA GOKA SENNENJO Jomai Daigyo	Sakura Hoshi Brewing Co., Ltd.	www.hakushka.co.jp/en	JJ	J
13	HAKUSHKA Jomai Daigyo Sen-ten	Hakushka Sake Brewing Co., Ltd.	www.hakushka-sake.com	SD	J
14	MIKAWASHI	Mikawashi Sake Co., Ltd.	www.MI4.co.jp	JJ	J
15	MIYAWAKI	Daisichi Sake Brewery Co., Ltd.	english.daisichi.com	JJ	J
16	MYKA KANYOKU	Daisichi Sake Brewery Co., Ltd.	english.daisichi.com	JJ	J
17	NAMBU BLIN Shogoku Jomai Daigyo Sake	Nambu Sake Brewery	www.nambu.jp	NM	NM
18	SHOIN	Yamagata Hatten Co., Ltd.	www.shoin.co.jp/en/na/na-yamagata	KU	J
19	NAMBU BLIN "Southern Beauty" Daigyo	Nambu Sake Brewery	www.nambu.jp	NM	NM
20	TOYOKAWA KYSU	Mikawashi Sake Co., Ltd.	www.MI4.co.jp	JJ	J
21	AMASUJI Jomai Gyo Numa Strawberry Yeast	Amatsuki Shiso Co., Ltd.	www.amatsuki.com	NM	NM
22	AMASUJI Jomai Gyo Numa Strawberry Yeast	Amatsuki Shiso Co., Ltd.	www.amatsuki.com	NM	NM
23	G FIFTY	SakeDoo	www.sakedoo.com	SD	CU/PA/SS/SH
24	G JET	SakeDoo	www.sakedoo.com	SD	CU/PA/SS/SH
25	GOKEIKAN H SUZAKU Jomai Gyo	Goikeikan Sake Co., Ltd.	www.goikeikan-sake.com	SP	SP
26	HAKUSHKA Superior Sake "Jomai Gyo"	Hakushka Sake Brewing Co., Ltd.	www.hakushka-sake.com	SD	J
27	KAKU	Yamagata Hatten Co., Ltd.	www.kaku.co.jp/en/na/na-yamagata	KU	J
28	KIKUJI Jomai Gyo	Kikuzaki Sake Co., Ltd.	www.kikuzaki-sake.com/home/en	NM	NM
29	MASAKURA	Daisichi Sake Brewery Co., Ltd.	english.daisichi.com	JJ	J
30	MONOKAWA DANENJO Jomai Gyo	SakeDoo	www.sakedoo.com	SD	CU/PA/SS/SH
31	NAKAGAWA Jomai Gyo Tokoro	Nagawaka Sake Brewing Co., Ltd.	www.nagawaka.co.jp/english	NM	NM
32	YOSHINOAWA Jomai Gyo Winter Yeast	Yoshinowa Sake Co., Ltd.	www.yoshinowa.com	SD	CU/PA/SS/SH
33	MANABITO Gyo	Honkoku Sake Co., Ltd.	www.manabito.com	WS	WS
34	AMASUJI Tsubaki Jomai Marigold Yeast	Amatsuki Shiso Co., Ltd.	www.amatsuki.com	NM	NM
35	OFUNATSU Kuma Jomai	Densetsu Brewery	www.ofunatsu.com	WS	WS
36	FUNAGUCHI KOSUJI Numa Canale	Kikuzaki Sake Co., Ltd.	www.kikuzaki-sake.com/home/en	NM	NM
37	GOKEIKAN BLACKGOLD Jomai	Goikeikan Sake Co., Ltd.	www.goikeikan-sake.com	SP	SP
38	HAKUSHKA Doki Sake	Hakushka Sake Brewing Co., Ltd.	www.hakushka-sake.com	SD	J

	Name of the Sake	Brewery	URL	Importer	Distributor
39	HAKUTSUJI Excellent Jozeini Sake Paper Pack	Hakutsuji Sake Brewing Co., Ltd	www.hakutsuji-sake.com	SD	J
43	HAKUTSUJI Ogura Jozeini Sake	Hakutsuji Sake Brewing Co., Ltd	www.hakutsuji-sake.com	SD	J
41	HAKUTSUJI Tenme Jozeini	Hakutsuji Sake Brewing Co., Ltd	www.hakutsuji-sake.com	SD	J
42	JIZAKI TENZAN Jozeini Genshu	Tenme Sake Brewery Co., Ltd	www.tenmei.co.jp/en	RIJ	J
43	JUNMAI TANI SAKI	Kio-Inokuma Sake Brewing Co., Ltd	www.kioinokuma.com	NM	NM
44	KASATOJI Coo Gokko Jozeini	Fukutsutsu Sake Brewery	www.fukutsutsu.co.jp	NT	NT
45	MURAI FAMILY Tenme Jozeini	Murai Family (Morokawa Brewery Japan)	www.muraisake.com	SD	EV, RW, SS, SW
46	SAKIMOTO Jozeini	SakiMoto	www.sakimoto.com	SD	EV, RW, SS, SW
47	SHICHIDA Jozeini	Tenme Sake Brewery Co., Ltd	www.tenmei.co.jp/en	RIJ	J
48	SHISEI SHIZU KIRO Jozeini Sake	Seisen Shizu	www.shisei.com	SD	EV, RW, SS, SW
49	URA-CASANYU Sake	Shudo Sake Brewery Co., Ltd	www.ura-casanyu.com	JJ	J
50	URON Hasegawa	Morokawa Co., Ltd.	www.morokawa.net	NM	NM
51	HOKEYOSHI Nawauchi Hasegawa	Sasaki Shirotsu	www.hokuyoshi.co.jp	WB	WB
52	URA-CASANYU Sake	Shudo Sake Brewery Co., Ltd	www.ura-casanyu.com	JJ	J
53	GENKIRAN JIFANG Jozeini Sparkling	Genkiran Sake Co., Ltd	www.genkiran-sake.com	SF	SF
54	LOCHAMYS Carbonated Sake	Sasaki Shirotsu	www.hokuyoshi.co.jp	WB	WB
55	SHWATSUJI "SAFARI" Mijioli Sake	Shwatsui Brewery	www.shwtsui.com	WB	WB
56	HAKUSHIMA SHINY BEAUTY Jozeini Mijioli Sake	Totatsu-Hakoi Brewery Co., Ltd	www.hakushima.co.jp/en	J	J
57	HAKUTSUJI "SAFARI" Mijioli Sake	Hakutsuji Sake Brewing Co., Ltd	www.hakutsuji-sake.com	SD	J
58	KIKOSHI Perfect Snow	Kikoshi Sake Co., Ltd	www.kikosha-sake.com/home/en	NM	NM
59	MURAI FAMILY Nagan Genshu	Murai Family (Morokawa Brewery Japan)	www.muraisake.com	SD	EV, RW, SS, SW
60	NAGARAKURA Sparkling Nagan	Nagarakura Sake Brewing Co., Ltd	www.nagarakura.co.jp/english	NM	NM
61	DAWTSUJI SAKURA EMORI	Genetsu Brewery	www.gnetsui.com	WB	WB
62	HAKUSHIMA GME DOOR PLUM	Totatsu-Hakoi Brewery Co., Ltd	www.hakushima.co.jp/en	J	J
63	HAKUTSUJI Plum Wine	Hakutsuji Sake Brewing Co., Ltd	www.hakutsuji-sake.com	SD	J
64	HOKEYOSHI FLYING PEASSEE Aged Daisyoji	Sasaki Shirotsu	www.hokuyoshi.co.jp	WB	WB
65	NAORI Mikasa Sake	Yamaguchi Hanten Co., Ltd	www.aboshi.co.jp/yamaguchi-naori	RIJ	J
66	KASUMI TSUBOI Kasei Extra Dry	Kasumi Tsui	www.tokai.com	SD	EV, RW, SS, SW
67	MINATO HAKORO TSUCHIZAKI Yamabai Nama Genshu	Min Shirotsu	www.yamabai-tsukizaki.com	WB	WB
68	MOONSTONE ASIAN PEAR	Sakidom	www.sakidom.com	SD	EV, RW, SS, SW
69	NAIROU OJIN No Sugar Added Benzhu Plum Sake	Nairou Oji Brewery	www.nairou.co.jp	NM	NM
70	AKA OBI	Isawa Shuzo Co., Ltd	www.abi.co.jp	RIJ	J
71	GINZA NO SAZURU KOKAWA	Futsushika Sake Brewery Co., Ltd	www.ginza-no-sazuru.com	JJ	J
72	MEIJI SHIOCHI (MIZUNOMA)	Mizunoma Shuzo Co., Ltd	www.mizunoma.com	PS	PS
73	TSUNOSH KURO	Makayohda System Co., Ltd	www.makayohda.co.jp	NM	NM
74	TSUNOSH SHIRO	Makayohda System Co., Ltd	www.makayohda.co.jp	NM	NM
75	LENTO	Anami Dohono Kasei Brewery Corp	www.lento.co.jp	JJ	J
76	AKA NAGAI	Isawa Shuzo Co., Ltd	www.abi.co.jp	RIJ	J
77	GOKUJO KURA NO SHIKON	Korinji-Jyuta Co., Ltd	www.korinji.co.jp	JJ	J
78	KOJURI KURO	Korinji-Jyuta Co., Ltd	www.korinji.co.jp	JJ	J
79	KURA NO SHIKON	Korinji-Jyuta Co., Ltd	www.korinji.co.jp	JJ	J
80	GINJI SHIRO	Tokai Sake Co., Ltd	www.tokai.co.jp	NM	NM
81	HAKUTSUJI SHIRO	Tokai Sake Co., Ltd	www.tokai.co.jp	NM	NM
82	RAWARE	Sengicha Shuzo Co., Ltd	www.sengicha.co.jp/index.html	NM	NM
83	KINJO SHIRO	Tokai Sake Co., Ltd	www.tokai.co.jp	NM	NM
84	CHOYA Classic	Choya Unisaku/USA, Inc	www.choya.com	NM	NM
85	CHOYA Naany	Choya Unisaku/USA, Inc	www.choya.com	NM	NM
86	CHOYA Shizu	Choya Unisaku/USA, Inc	www.choya.com	NM	NM
87	ADONI IPA	Y-Ho Brewing Company	www.yonesta.com	BT	CS
88	CHIGO STOUT	Eschig Beer Co., Ltd	www.eschig-beer.com	NM	NM
89	KOSH HIRARI CHIGO BEER	Eschig Beer Co., Ltd	www.eschig-beer.com	NM	NM
90	KOSH HIRARI CHIGO BEER CAN	Eschig Beer Co., Ltd	www.eschig-beer.com	NM	NM
91	ORION PREMIUM DRAFT BEER	Greni Breweries, Ltd	www.orionbeer.co.jp	NM	NM
92	ORION PREMIUM DRAFT BEER CAN	Greni Breweries, Ltd	www.orionbeer.co.jp	NM	NM
93	PREMIUM RED ALE	Eschig Beer Co., Ltd	www.eschig-beer.com	NM	NM
94	SUPPUBING NERI (WINESSAY CAT) Belgian White Ale	Y-Ho Brewing Company	www.yonesta.com	BT	CS
95	TOKYO BLACK PORTER	Y-Ho Brewing Company	www.yonesta.com	BT	CS
96	YONA YONA PALE ALE	Y-Ho Brewing Company	www.yonesta.com	BT	CS



Intimate and In-Depth Sake Tour Accompanied by Sake Samurais

Most wineries provide wine tasting and guided factory tours to satisfy participants, but Sake Journeys' upcoming comprehensive sake guided tour in Japan goes far beyond these experiences. Accompanied by two Sake Samurais*, Chieko Nakawa-Helton and Timothy Sullivan, this cleverly planned, one-week long tour packs the full spectrum of sake's charm to satisfy both sake connoisseurs and beginners alike.

During the tour, guests will be able to see different types of breweries in style, size, history and region. Hakkarisan Brewery in Nagato Prefecture, Yoshida Sake Brewery and Shota Brewery in Ishikawa Prefecture, and Takakura Brewery in Kyoto Prefecture. On each visit they will meet either the brewer (president or top master brewer). "These are the people you normally don't get to meet. But we are going to meet them, share sake with them, have dinner with them, and this will be in a very relaxing environment," says Sullivan, who will guide the tour together with Helton.

The group size will be small, more or less 10 people, allowing guests to have a more intimate experience. If some guests want more explanation about the brewing process or specific techniques, two Sake Samurais will be available all the time to talk and provide as much as they want to learn. They can also ask questions of the top and brewery workers. If some guests want to just have fun drinking and eating, they can do that too. The tour also organizes memorable dining plans in each region, as sake and local foods are inseparable. The

Sake Samurais and breweries select the best place for meals in each region. In some places the breweries will be hosting the guests with specially made meals, while in other places guests will go out for local specialties.

Also, the tour includes two sake related events to round out the Japan sake experience. On the first night in Tokyo, guests are taken to an *unkeiya* (Japanese-style pub) to enjoy a real sake drinking experience with locals. On the last day, they will join the Joy of Sake Festival which showcases 380 sakes along with appetizers prepared by specialty Tokyo restaurants.

Tour participants can bring many wonderful memories and experiences home, but if they want to actually bring something back to the U.S., many sakes (breweries) sell sake cigs, sake candles and masu, tokkuri, and moko-ko.

With something special at every stop, it's a wonderful way to experience Japan's great sake and delicious local food, explore its sake culture and acquire extensive knowledge. Sake Journeys' tour will take place from October 31-November 7.

www.sakejourneys.com/sake-journeys-2014-tour

*Sake Samurai is a title bestowed by The Japan Sake Promotes Association Sake Council. The title is given to those who show a love of sake and the desire to nurture it, to ensure the pride of sake and to spread sake culture not only within Japan but throughout the world.

BREWRIES INCLUDED IN SAKÉ JOURNEY'S TOUR

HAKKARISAN BREWERY CO., LTD.

Hakkarisan Sake Brewery was established in 1822 in Nagato Prefecture. They employ advanced technology in their sake production and their state-of-the-art facilities include Japan's first underground tanks. Their motto is "Creating the best quality of luxury sake that is also reasonably priced."
www.tokkuri.com

Shota Sake Co., Ltd.

Shota Brewery home of Toyouke brand sake was founded in 1823 in Ishikawa Prefecture. The brewery maintains the precious natural resources the region provides to handcraft the finest sake. The brewery specializes in the *karuwa* style brewing method, a traditional laborious and technically demanding process.
www.toyouke.com/en/global/

Yoshida Sake Brewery Co., Ltd.

Known to the local name "Teshigahara", Yoshida Sake Brewery has been producing fine sake in Ishikawa Prefecture since 1678. The brewery sticks to centuries' production of sake as made as possible, and that spirit and their skills have led them to receive a number of sake awards.
www.teshigahara.com/Japanese/only



Takakura Brewery (Minato Teikoku Shota Co., Ltd.)

Takakura is a historic and traditional sake brewery located in Kyoto. Since its foundation in 1575, the brewery has been a theme of *kyōka* and *kyōka* (aged sake) and loved by people for centuries. Sincerity and integrity are the two main elements that make Takakura one of the finest and long-established sake breweries.

www.takakura.co.jp/Japanese/only



1. Hakkarisan Brewery
2. Shota Sake
3. Sake Samurais Chieko and Tim
4. Yoshida Sake Brewery
5. Takakura

Traditional yet Modern Sake from Kaga

Perseverance takes time. Over
50 years of experience.

The harmony of the times
results in the best of both.

Collaboration of tradition
and innovation.

Rinka

This sake from Yoshida Shirohisa an
elegant sweetness and fresh notes that
is unique to unpasteurized sake.

Yoshida Shirohisa Co., Ltd.
41 Yawabuchi-machi, Mikasa
Mikasa, JAPAN 524-0843
www.yoshidainryu.com

World Sake Imports
1144 North Ave. Suite 401
Evanston, IL 60201
(800) 733-3332
www.worldsake.com

手取
川取

HAKKAISAN



SHOCHU JUTE GENSHO

This unadorned sake has a clean and
subtle flavor that brings the art of
good sake-making of Hakkaisan to you and
shows the natural taste of rice in
its subtle and pure taste.



SPARKLING NIGORI

With a refreshing acidity and
fragrant aroma, this sparkling
sake is a perfect and lively accompaniment
for the sake of your
party, food, or even a perfect
for your dinner.



www.hakkaisan.com



Hakkaisan Brewery Co., Ltd. Distributed by New York Market Trading Co.

The Authentic Yamaguchi Sake

TENGUMAI



IMPORTED AND DISTRIBUTED BY NEW YORK MARKET TRADING CO.
www.tengumai.co.jp/english

TENGUMAI

No Sugar Daddy.

No sugar added.

Perfect for your next date.
NANDU BLU MESHU
southernblues.com



SAKE JOURNEYS

TRAVEL TO JAPAN AND EXPLORE THE HIDDEN WORLD OF SAKE WITH SAKE SAMURAI!

FALL 2014 TOUR



Have you ever wanted to explore the hidden world of Japanese sake? Now is your chance to visit Japan with us to explore this beautiful country to see first hand how sake is made and enjoy some of the best sake in the world.

You'll meet with Sake Masters, sake brewers and industry experts who will guide you to enjoy the best sake and Japanese cuisine.

PRICE: \$2,540 per person (includes transportation, snacks, Oct 21st-2014 - Nov, 30th 2014)

LOCATIONS: Tokyo, Kyoto, Hiroshima, Kyoto Japan
FOR MORE DETAILS PROGRAM INFORMATION
WWW.SAKEJOURNEYS.COM/SAKE-JOURNEYS-2014-14
PLEASE CALL OR EMAIL FOR DETAILS AND INFORMATION
855-434-4775 (KUROPS-4)
sake@saiken.com

WWW.SAKEJOURNEYS.COM
WWW.JAPANFORYOU.COM



Going to Japan?

Get a JR Rail Pass from Amnet!

Ride the bullet train and JR train to any city as many times as you want!

Type	Green		Ordinary	
Duration	Adult	Child	Adult	Child
7 days	38,880 yen	18,440 yen	29,110 yen	14,550 yen
14 days	62,960 yen	31,470 yen	46,390 yen	23,190 yen
21 days	81,670 yen	40,930 yen	58,350 yen	29,670 yen



For more info, visit: www.amnet-usa.com/enq/
TEL: 800-929-2663 / usinfo@amnet-usa.com



- Write reviews about your favorite sake, shochu and Japanese beer
- Search sake by keyword
- Browse a sake event listing

www.sake-guide.com

3 Night Accommodation
Visit Japan's Most Popular Destination

Kyoto

JR Pass Package

Includes:

- 1 Japan Rail Pass (7-day Ordinary)
- 3 3-Night accommodation at a standard hotel in Kyoto
- 1 Kyoto Afternoon Whirling Tour with an English speaking guide!

400 nights stay for you

\$499~

*Per person based on double occupancy. Single fare NOT included.

For more information or further questions, please contact us!

HIS TOLL FREE (within the U.S.): Vacation Desk
1-888-893-6228 his-america.com
Mon-Fri 9:00am-6:00pm (Sat 9:00am-5:00pm) usinfo@his-world.com

8Day Value Package Tour

GOLDEN ROUTE IN JAPAN

Price from
J¥109,000
(USD1092 / 11 = JPY 104)

Tokyo - Mt Fuji, Hakone - Kyoto, Nara - Osaka

Day 1: Arrive airport to hotel in Tokyo

Day 2: Meiji Shrine, Tokyo Tower, Imperial Palace East Garden, Ginza in Tokyo

Day 3: Mt Fuji 5th Station, Hakone Ropeway, Lake Ashi Cruise

Day 4: Kiyomizu Temple, Kinkaku Temple, Nishiki Shrine, Gion District in Kyoto

Day 5: Todai Temple with Great Buddha, Nara Park, Kofukuji Temple in Nara

Day 6: Free and going to Kansai International Airport

*Price will be raised on departure fee. Subject to the age, sex, period and based on double occupancy. Travel, luggage and meal prices are available with additional fee.

Book your

IACE TRAVEL

1-800-872-4223 (toll free) / 212-972-3200
email: nyc@iace-usa.com www.iace-asia.com

Free Wi-Fi is not widely offered in Japan.

However,

NO MORE WORRIES!

We provide a reliable high speed internet service in the lowest price

SPECIAL DISCOUNT 10% OFF!!

for every service (valid from 10/1/2014)

Ex. 10 DAY PLAN

Reg. ¥768/day

¥691/day

Simply type in the promo code
"MHS-110"



WIFI-HIRE.COM

+81-50-5527-4908 (Japan)

Skype ID: mn_scs

Mon-Fri: 24 hours Sat & Sun: 9am-9pm JST

WIFI
HIRE



*Authentic & Traditional Green Tea from Japan,
Innovative Green Tea Ice Cream & Mochi Ice Cream*



Maeda-en Green Tea Ice Cream Series



Sencha Green Tea
100 Tea Bags



Genmai-Cha with Mochi
100 Tea Bags

www.maeda-en.com

Toll Free 1-866-MAEDAEN

Get the maeda-en full listings on Japanese design shopping and events around town.
We only deliver CHOPSTICKS NY to you door.

Subscribe CHOPSTICKS NY
for only **\$19.99/year**

Call Us at 212-431-9970 or
email: reader@chopsticksnyc.com

Anatomy of Japanese Tea

Today we can enjoy countless varieties of teas, each of which has unique features, and one that Japanese enjoy most is green tea. Since tea seeds were brought to Japan from China in the 12th Century, they developed their own flavor and style of drinking tea according to their climate and food culture. The result is uplifting and nutritious green tea that brings comfort and energy to anyone. There are many types of green tea, from sweet to bitter, aromatic to flavorful, and from those for every day drinking to luxury ones. Here we demystify this delightful beverage step by step and help you understand it and incorporate it into your life as the Japanese do.



Varieties of Japanese Green Tea

It is magical that black tea, green tea and oolong tea are actually made from the same type of tea tree. They give diverse flavors and that is mainly defined by the ways they are developed. Black tea has the most full-bodied and strongest flavor from being fully oxidized before roasting. Oolong tea is partially oxidized before roasting. Green tea is the freshest type of tea among the three as well as richest in nutrients without going through an oxidizing process. Green tea itself has several grades and forms, and each of them has a different taste profile. Compounds like amino acids, catechins, theanine, and caffeine affect the flavor of tea, and ways of brewing play important roles in extracting the best flavor for each kind of tea. Different serving styles are also applied depending on what kind of tea you drink.

Gyokuro: The highest quality of green tea leaves. Specially grown in the shade for about 3 weeks before harvest, it has an exquisite sweetness due to its theanine-rich makeup, but is also one of the more difficult teas to steep with perfection. Each household in Japan keeps this top quality green tea to be served to their guests. Brewed at a lower temperature to achieve gyokuro's beautiful sweetness, and usually served in a small cup.

Sencha: The most popular and common tea in Japan, served for daily drinking. It has a nice balance of sweetness and bitterness, releasing different tastes depending on the brewing temperature and time.



Bancha: Is harvested from the same tree as sencha

but is graded lower because it's picked after sencha is harvested. The taste is less sweet than sencha but has sharp, crisp flavor. Contains less caffeine than gyokuro and sencha. It is brewed at a higher temperature.

Hojicha: Is a roasted green tea with a strong nutty flavor. During the roasting process, some of the nutrients are lost; however, it is good for children as it is low in caffeine levels.

Matcha: Is a tea made from high quality green tea leaves ground into a powder form. Unlike other forms of green teas, 100% of the nutrients from the original tea leaves remain in this tea. It is primarily used for tea ceremonies, but the vibrant green color and its rich, distinct taste is often incorporated into many Japanese toasty snacks and sweets.

Other Types of Teas Enjoyed in Japan

Japanese people enjoy many other kinds of herbal tea as everyday drinks. Here are some of the popular herb teas that are widely consumed in Japan and also available in the U.S.

Gomori-cha: This extremely nutty tea is made from roasted brown rice. It is rich in fiber so it has a great laxative effect. It is often mixed into green tea to add extra flavor rather than being drunk as is. While roasting brown rice some of the grains pop, and you'll see a couple of popcorn-like grains in it.

Mugi-cha: Made from roasted barley, it has a nutty and refreshing flavor. It is one of the most common summer drinks in Japan and is usually drunk cold. Mugi-cha is so popular there, that almost all households keep cold mugi-cha in the fridge during the



summer. There are numerous pre-packaged products which allow you to make mugi-cha by just soaking the package in water for half an hour or so.

Soba-cha: Roasted buckwheat tea gets attention especially for its health benefits. It contains an abundance of the anti-oxidant rutin and effectively reduces blood pressure and blood sugar levels. Not to be confused with cho sobu, buckwheat noodles containing green tea.

Kanbo-cha: This is a savory tea made from dried kampo (herbs) powder. You can drink it by just adding hot water. Since it has a touch of saltiness, some people use it in cooking to replace salt. Various types of kanbo-cha are produced, such as kanbo-cha with rice crackers, green tea and dried umami (plant).

How to Brew Tasty Sencha Tea

1. Pour hot water into teacup. The water is about 80 °C (176 °F) at this point.
2. Place tea leaves into a teapot, 3 grams per person.
3. Transfer the hot water from the teacup into the teapot. The temperature is lowered to about 70 °C (158 °F).
4. Steep for about 1-1.5 minutes.
5. Pour freshly brewed tea into the teacups.

Recommended amount of tea leaves, temperature, and steeping time (For the first brew)

Generally, the higher the quality of tea leaves, the lower the steeping temperature and the longer the steeping time required.

Gyokuro 3g/cup 58 °C (132 °F) 2-2.5 min
Sencha 3g/cup 70 °C (158 °F) 1-1.5 min
Roasted Hojicha Gomori-cha 3-3.5g/cup
80-100 °C (176-212 °F) 30-60 sec.

**We offer over 100 varieties
of loose teas.
A flavor for everyone.**

October Recommendations

1. Green Tea
This country grows tea from *Camellia sinensis*. China is the most famous place when it comes to tea. One of the most famous green teas from China grows in the Fujian Province, China.

2. Pu Erh Tea
A robust, full-bodied tea from the mountain in Pu-erh Province, China. Very sweet and delicious. Does not grow wild, but is very strong.

3. Oolong Tea
Oolong tea is semi-oxidized and found in considerable quantity in the tea belt. It is made using blends, particularly the *Ardisia* tea leaves, a variety of tea blend that is delicate in color and smooth when prepared in Hong Kong.

4. Black Tea
Black tea is 100% and made from 100% tea leaves.

McNulty's Tea & Coffee Co., Inc.
180 Christopher St. 8th Floor & Bleeker St.
New York, NY 10014
www.mcnultys.com / TEL: 212-342-5361


IPPODO TEA
Kyoto since 1919

 **Matcha
to go**

125 East 59th Street, New York, NY 10003, U.S.A.
Open 11 am to 7 pm
Tel. 212 576 0609





RIHAKU INOUE

Third Solo Show in NY Date & Time: Oct. 3-5/2014 1pm-6pm

The Spirit of Calligraphy, The Beauty of Japan

書の心を 日本の美しさを

Event

Oct.3 at 7 pm Opening Reception Calligraphy Live Performance

Oct.4 at 3-4 pm Calligraphy & Tea Ceremony

Oct.5 at 3 pm Calligraphy Workshop and Tea Ceremony

Location: Embassy of New Province, NYC Gallery Complex, NY 10003

RSVP to info@new-visual.com

<http://rihaku.com>



HIDEO TAKEDA
武田秀雄

WORLD NIGHT TOUR & GENPEI

October 9 - November 5, 2014

Takeda is one of Japan's most important creative minds. For the first time since his one-man show at the British Museum, his entire first Genpei series and original paintings from his World Night Tour series will be shown.

RONIN GALLERY
475 Madison Ave. 2nd fl.
New York, NY 10017
212 680 0086
ronin@roningallery.com
Monday - Friday 11am - 6pm
Saturday 11am - 4pm
www.roningallery.com

Anatomy of Japanese Rice

Rice is a staple of Japanese culture and you can easily find examples of foods that incorporate it such as sushi, udon, onigiri rice balls and donburi bowls. To help you shop for rice to cook Japanese at home, here we give some convenient information regarding rice enjoyed in Japan.

Japanese rice is a type of short-grain rice, characterized by its stickiness and springiness, similar to Italian Arborio rice, Bafko rice and Japonica rice. While long rice with a dry and separate texture is used for Indian, Thai, Middle Eastern, Southeast Asian and South American dishes, short grain rice is suitable for dishes like risotto and paella due to its texture and taste. But even within the Japanese rice category, there are various kinds depending on different breeds, production locations, and even growers and farmers, just like with wine. You may have heard about Koshihikari, Akabonemochi, Suzumeshiki and Hitomoshore. All of these are names of rice varieties. In Japan you can find tons of premium rice branded with these varieties, but not in the US. Here it is more important to know the types categorized by grain processing styles and nutritional differences.



Haku-mai (white rice)

White rice is the most popular and standard type of rice enjoyed in Japan. The skin and bran are removed in the case of white rice and it looks more transparent than brown rice. It is used for sushi and other general Japanese cuisine.



Gomai (brown rice)

Brown rice is rice whose chaffs are removed, but the grain is polished and its texture is finer than white rice. With a large amount of vitamins, minerals and fiber, brown rice is considered to be a complete diet which contains most of the nutrients humans need to maintain their health.

Haigo-mai (polished rice with the germ)

Whole rice, polished, whose husk and bran is as

removed, but more than 80% of the nutritional germ remains. Compared to white rice, it contains fiber and vitamins E B1 and B2. The reason why it has become popular in recent years is that while eating it you can enjoy its sweet taste, as well as gain many nutrients.

Hatsuga Gomai (sprouted brown rice)

Sprouted brown rice, also known as GBR (Germinated Brown Rice), is brown rice soaked in warm water until germination starts. It is softer and sweeter than brown rice. Containing vitamins E and B, amino acid, dietary fiber, zinc, magnesium and potassium, it has a variety of nutritional benefits and contributes to brain function improvement, symptom relief and decreasing blood pressure.

Koku-mai (saturated rice)

Enriched rice is white rice to which nutrients such as vitamins B1 and B2 are added in order to supplement what white rice lacks in nutrition. This rice is enriched by being soaked in water to absorb nutrients and coated on the surface with vitamins E and iron.

Mochi-gomai (glutinous rice)

Glutinous rice, also known as sticky rice or sweet rice, is very sticky because of its great amount of amylopectin. It is used in Japanese dishes such as onigiri (dumplings) and mochi.



Zukkinbo-mai (multi-grain rice)

Multigrain rice is rice mixed with different kinds of grains such as brown rice, awa (foam millet), hae (echinoclon crus-galli), kibi (millet) oats, barley, black rice, red rice, amaranth and quinoa. You can enjoy many combinations of grains of various tastes and colors.

Onigiri Rice Balls

Traditionally enjoyed for lunch as little night bites or as party snacks, onigiri rice balls are a Japanese comfort food with a timeless variety of fillings topped with nori and decorations. Pickled plum, tenkasu (pork fried) and grilled salmon are some of the traditions in Japan, but you can be creative and make your own, such as tomato sauce and cheese omelet, garconale design. Buffalo chicken wing onigiri, etc. The book from Tokyo-based cooking advice, or Noko Yumede. Everyday Onigiri: 101 Healthy Easy Japanese Recipes offers fun cre-



more ideas you can easily incorporate into your onigiri making. She will hold a demonstration and tasting at Tokyo Japanese Grocery Store 1234 E. 58th St. NYC on the Upper East Side on September 23rd.



KINME MAI

金芽米

Rice for Beauty, Rice for Healthy Life

**The Rice Just About Everyone
in Japan is Talking About!**



KINME MAI is available at Japanese grocery stores
in New York and New Jersey.

The Benefits of KINME MAI

- 1 Functionally nutritious than ordinary white rice
- 2 10% less calories than ordinary white rice
after cooking
- 3 Easy to digest with vitamins, minerals and fibers
through our gentle, patented milling technology

**Prepare a variety of
great tasting rice meals.**



<http://www.kinmemai.com>

KINME MAI is a registered trademark of TOYO RICE CORPORATION

Enjoy

naturally and aged

kikkoman. GLUTEN-FREE TAMARI SOY SAUCE



Premium tamari soy sauce with the
wonder rich, savory taste and flavor
you've come to expect from Kikkoman
Soy Sauce.

Naturally brewed and aged over many
months to precise standards, ensuring
your customers will get a quality sauce
in every bottle.



Whether your customers are
experienced home chefs
or Asian cooking
experts, Kikkoman
Gluten-Free Tamari
can be counted on to
deliver the flavor they
want and the value
you want.

Retail size

WHAT'S THE DIFFERENCE BETWEEN TAMARI & SOY SAUCE?

Sometimes referred to as the "original" Japanese soy sauce, tamari dates back hundreds of years. Originally it was a simple seasoning liquid derived from fermenting roasted soybeans, or miso.

SPECIAL BENEFITS

- Used in the same ways as regular soy sauce – or cooking as a dipping sauce or base for marinades and stews
- Naturally brewed and aged using quality soybeans for maximum flavor
- Capitalizes on the popularity of Asian foods and cooking trends



kikkoman.

www.kikkomanusa.com



Grocery & Save Guide

The following is a list of stores where you can buy Japanese food and ingredients.

- Chapters complete at www.chapterslibrary.com
- Chapters list available to print up

GROCERY

GROCERY	
Lot 100	NOM E-way & 11th
205 Broadway St. 11th & 11th St.	Japanese
213-890-4000	
Lot 101	Osaka
550 Broadway St. 11th & 11th St.	Japanese
213-890-4000	
Lot 102	Osaka
100 E. 4th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 103	Katagiri & Co. Inc.
550 E. 4th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 104	Suzuki Mart Midtown
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 105	TOMIYA
200 E. 4th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 106	H Mart Hae An Room
200 E. 4th St. 3rd & 3rd St.	Korean
213-756-1000	

Wholesale	
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 107	Japan Premium Beef
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 108	NOM E. Village
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 109	Suzuki Mart Astor Pl
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 110	Unami Shopp
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 111	Ni Japanese Delicacies
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 112	Rosetta Wines
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 113	Tokyo Mart
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 114	Pearl River Mart
110 E. 11th St. 3rd & 3rd St.	Chinese
213-756-1000	
Lot 115	Suzuki Mart SoHo
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 116	Mitsuya
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	

Family Market	
200 E. 4th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 117	H & Y Marketplace
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 118	H Mart Northern 11th
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 119	H Mart Northern Blvd.
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 120	H Mart Union
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 121	H Mart Wilkes Park
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 122	H Mart Woodside
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 123	Sakura-ya
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 124	Togo Food
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 125	H & Y Marketplace
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 126	H Mart Great Neck
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	

New Japanese Food	
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 127	Shin Nippon Do
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 128	DAIGO
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 129	Popi Mart Seaside
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 130	H Mart Hartsdale
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 131	Kan Sea Food
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	
Lot 132	NUTRA Market
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 133	Dubaku
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 134	Asian Market
110 E. 11th St. 3rd & 3rd St.	Chinese
213-756-1000	
Lot 135	Peking Inn
110 E. 11th St. 3rd & 3rd St.	Japanese
213-756-1000	
Lot 136	H & Y Marketplace
110 E. 11th St. 3rd & 3rd St.	Korean
213-756-1000	

NOMI YAKI NOJO
WE BRING FRESH JAPANESE GROCERIES TO YOU

Receive a **NOMI** gift with your first purchase in October!

Visit our online store www.japanese-nymyo.com

いただきます

"ITADAKIMASU"

Japanese Greetings

Itadaki is a company that brings you the best Japanese food and ingredients. Itadaki is a company that brings you the best Japanese food and ingredients. Itadaki is a company that brings you the best Japanese food and ingredients.

KATAGIRI JAPANESE GROCERY STORE HAS HAD A GRAND REOPENING!

Japan Premium Beef

Supreme U.S. Kobe beef can be purchased by the weight. Every 25% off the retail price.

get 10% off for next day

Homade-ya Bakery

Breads and pastries from a highly acclaimed Japanese bakery. Homade-ya will be available. Their Japanese style breads, fruit Danishes and sandwiches are especially popular.

Del Section

A wide array of ready-to-eat, home-style Japanese food will be available for purchase by the weight.

Sushi Section

Take sushi to go. Sushi will be prepared right on the premises using fresh fish.

What's New?

Seafood Section

Seafood section will carry fresh fish delivered daily from the market.

KATAGIRI
JAPANESE GROCERY

220 E. 59th Street (2nd, 2nd & 3rd Ave.)
212-755-3546 www.katagiri.com
Open 7 days 10am-6pm

midoriya

japanese mini market

New Japanese Convenience Store in Williamsburg

open 7 days 10am-11pm

Just a two-minute walk from Bedford Ave subway station
167 9th Street Brooklyn NY 11211 Tel: 718-599-4660

Curry House™

VEGETABLE CURRY

Bring the unique flavor of Japanese recipe curry from our restaurant to your table.

Available in Vegetable, Beef or Chicken, our Japanese style curry was created by our popular restaurant chain, Curry House. You will love this convenient and tasty meal offered in a microwavable standing pouch!



 **House Foods**

flavorofjapan.com



VEGETABLE



BEEF



CHICKEN

Sold at Asian markets
and on Amazon.com.

H & T Market/Asian 433 E. Washington Ave. (Singapore) NJ 07071 201-284-1200	H Mart Cherry Hill 1000 Madison Pl. Cherry Hill, NJ 08002 856-481-6676	H Mart Englewood 25 Lakewood Ave. Englewood, NJ 07621 201-671-6100	H Mart Little Ferry 288 Raritan Turn. Little Ferry, NJ 07643 201-411-6000	H Mart Ridgefield 971 South Ave. Ridgefield, NJ 07070 201-940-9800	Hwa Nian Chinese* 1665 Union Ave. Fort Lee, NJ 07024	J-MART 64 Chestnut St. Ridgefield, NJ 07070 201-420-1000	Midtown Market/Japan* 550 E. 9th St. (Singapore) NJ 07030 201-591-0100	Ridgewood Fisheries 30 Prospect St. Ridgewood, NJ 07070 201-670-6800	Pop-Mart Greenhouse* 1212 Fulton Ave. (Singapore) NJ 07071 201-476-2600	Millennia Asian Market 1150 George St. New Haven, CT 06510 203-477-0200
----------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	---------------------------------------------------------------------------------	----------------------------------------------------------------------------------------	---------------------------------------------------------------------------------	----------------------------------------------------------------	-----------------------------------------------------------------------	-------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

Maeda* 2510 Webster Ave. Secaucus, NJ 07094 201-763-2800	Yokyo Japanese Store 666 Rancocas Valley Parkway NJ 07033 973-413-9771	SAKE	Gotham Wines & Liquors* 2870 Broadway (Secaucus) NJ 07094 201-762-0900	Winey Wine's 313 Columbia Ave. (Secaucus) NJ 07094 201-761-6400	Gourmet Wines & Liquors* 581 Scudder Ave. (Secaucus) NJ 07094 201-763-2211	Mister Wright* 10975 St. Ave. (Secaucus) NJ 07094 201-763-0900	Audacious Wines & Spirits* 1890 1st Ave. (Secaucus) NJ 07094 201-424-9800	Benkase Liquors 508 Livingston Ave. (Secaucus) NJ 07094 201-763-9800	Landmark Wines* 111 W. 2nd St. (Secaucus) NJ 07094 201-763-2000	M.J. Liquor 1111 Seaside Ave. (Secaucus) NJ 07094 201-425-0800
-----------------------------------------------------------------------	-------------------------------------------------------------------------------------	-------------	-----------------------------------------------------------------------------------------	------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------	--------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	------------------------------------------------------------------------------	-----------------------------------------------------------------------------

Under Space Wines & Spirits* 1987 Ave. (Secaucus) NJ 07094 201-424-1000	LE DU WINES 606 Washington St. (Secaucus) NJ 07094 201-424-0900	Asian Wines & Spirits 388 Lakewood Ave. (Secaucus) NJ 07094 201-424-1000	SAKANA* 2811 100 St. (Secaucus) NJ 07094 201-424-1000	St. Marks Wines and Liquor* 1819 Main Highway (Secaucus) NJ 07094 201-424-0900	Warehouse Wines 296 Incandescent Blvd. (Secaucus) NJ 07094 201-424-1000	East Village Wines 101 Chester St. (Secaucus) NJ 07094 201-424-1000	New York Wine Exchange 5700 Ave. (Secaucus) NJ 07094 201-424-1000	Rosetta Wines* 4000 Rancocas Valley Parkway (Secaucus) NJ 07094 201-424-1000	September Wines & Spirits 100 Chester St. (Secaucus) NJ 07094 201-424-1000	Grassroots Wines* 451 West 1st St. (Secaucus) NJ 07094 201-424-1000
------------------------------------------------------------------------------------------	------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	--------------------------------------------------------------------	---------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	----------------------------------------------------------------------------------	--------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------

South and West 288 South St. (Secaucus) NJ 07094 201-424-1000	Altimore Wines & Liquors 101 W. Altimore Ave. (Secaucus) NJ 07094 201-424-1000	Duke Super Market 401 Washington St. (Secaucus) NJ 07094 201-424-1000	JAPANESE WHOLESALE	Control Drinks U.S.A., Ltd. 6100 Ave. (Secaucus) NJ 07094 201-424-1000	Dorian Trading Co., Inc.* 1400 1st Ave. (Secaucus) NJ 07094 201-424-1000	Peterborough Trading 1000 1st Ave. (Secaucus) NJ 07094 201-424-1000	JTC International Inc.* 1000 1st Ave. (Secaucus) NJ 07094 201-424-1000	Nicholas Trading Co., Ltd.* 1000 1st Ave. (Secaucus) NJ 07094 201-424-1000	NY Mutual Trading Co., Ltd.* 1000 1st Ave. (Secaucus) NJ 07094 201-424-1000	Wine of Japan Import, Inc. 1000 1st Ave. (Secaucus) NJ 07094 201-424-1000
----------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------	---------------------------	-------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	----------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------



DELICIOUS RAMEN MADE EASY AT HOME

—New packaging, same great taste!



SHOYU
Take a trip back 100 years
Classic Ramen of Tokyo
since 1915



TONKOTSU
Ramen of the
South China
rich hearty pork
since 1947



MISO
Ramen of the North
Classic Beef Miso since
1923



TANTAN
Ramen with Chili and Ground
Sesame. Newest of the Classic Ramen
of Japan.



Distributed by Sun Noodle New Jersey, LLC
375 North St. Unit D, Teaneck, NJ 07666 Tel: 201-416-1100 www.sunnoodle.com

Myojo Ramen Series

"Ramen Shop in Your Pantry"





Shoyu Ramen
The rich, thick broth made from seared and
poached clings to the wide flat noodles
perfectly. It is so delicious.



Tonkotsu Ramen
This special white peeling broth goes
down with the rich, straight noodles,
creating a harmony of flavor that is
irresistible and delicious.



Miso Ramen
This rich, thick, savory soup is served
with the thin wheat noodles in the
thick Japanese hot bean paste broth.



Tantan Miso Ramen
Chewy, thick noodles are the best
match for this miso broth with a
pinch of garlic, is light and packed
with flavors.

Available at your local Asian grocery store.
Distributed by JTC International, Inc. 1000 1st Ave. Secaucus, NJ 07094 TEL: 201-424-1000 / www.jtc.com



Long Loved Gyoza!

With distinctive seasoning blends and flavor profiles, Day-Lee Pride fully cooked Gyoza is second to none! Full selection includes chicken, beef, pork, shrimp and vegetable!



Most Popular Asian Cuisines!



Just heat up and serve!
A distinctively delicious collection of the most popular, authentic cuisine inspired from select regions along the Silk Road!



Distributed by
JFC INTERNATIONAL, INC.
Tel: 908-625-4490
http://www.jfc.com
85 Wildcat Way
Linden, NJ 07036



Day-Lee Foods, Inc.

Day-Lee Foods, Inc., a subsidiary of Nippon Meat Packers, Inc. (NMP), is dedicated to offering you the best value products in the marketplace today. Since 1965, we have been supplying the perfect to retail markets.

800-329-5331 www.Day-LeeFoods.com
13055 E. Malette Street, Santa Fe Springs, CA 90670





Japanese Restaurant Review

Pink Nori
+
Kyo Ya
+
Donguri

Asian Restaurant Review

Phoenix Garden

Listings

Japanese Restaurant
+
Asian Restaurant

Pink Nori

35-40 38th Ave., Astoria, OR 97103

TEL: 734-695-2885

Mon-Tue 11:30am-11pm To 6 Sat 11:30am-4:30am Sun 12pm-11pm

Astoria residents are lucky to have a neighborhood Japanese place that serves mouthwatering sushi. Pink Nori (located in a former fish market, Pink Nori gets its name from norimaki, the edible soybean wrapper that's used as a seaweed substitute for sushi rolls. Menemen is one ingredient in the restaurant's signature roll, the Pink Nori unimaki salmon, cooked shrimp and chicken are combined with avocado and pineapple slices, then finished with a honey-mustard glaze. Since opening earlier this year, what has set the restaurant apart is its unique custom-sushi concept: Diners are invited to "have it their way" by concocting their own sushi delicacies — but they are equally eager to sit at the sushi bar and take recommendations from sushi chefs. The menu's showstopper is Sushi Pizza, an appetizer inspired by a Chinese dim-sum favorite. The soft scallion-pancake "crust" is topped with salmon, tuna, whitefish, mango, and avocado. Instead of greasy cheese, the "pie" is sprinkled with crunchy pinki! For fans of a la carte sushi and sashimi, Pink Nori offers a "New Style Sushi — Sashimi," pristine pieces of fish with surprising toppings. "We don't have sushi chefs," concludes co-owner Jesse Tang. "We have sushi artists!"



The Sexy Pink Lady Roll (left) sports salmon, cucumber and mango — dressed with 3 sauces. (right) The sublime Sushi Pizza (baked)



The Sexy Pink Lady Roll goes perfectly with the signature Pink Nori roll.



"New Style Sushi — Sashimi" changes scallion pancake and pineapple.



The glamorous decor makes Pink Nori a favorite, first-time spot.

3 Best Sellers

- Sexy Pink Lady Roll
- Sushi Pizza
- New Style Sushi-Sashimi

\$10.95

\$8.95

\$3.50 and up



Kyo Ya

54 E. 7th St. (bet. Avenue A & 1st Ave.) New York, NY 10003
 TEL: 212-695-4749
 Tue-Sat 5:30-11:30pm Sun 5:30-10:30pm



It is hard to place a finger on what it is about the Michelin-starred Kyo Ya that makes New York's culinary community fall deeply and loyally in love. It might be the much talked about seasonal ingredients, harvested at the apex of their natural life cycle, or the vibrant and most sleeky in the most popular Omakase

Omakase T1 course menu, the intimacy and comradery within each course, or so richly balanced that it is not just the fresh Sashimi on trout you taste but the complete environment, autumn bay berries picked near the stream, a baby peach that lightly hang over the water. For restaurant critics, the oft-noted wood-burned interior that curves like waves against a ship's wooden panels or the hand-painted pottery individually hand-selected in Japan by the staff might be the big appeal. Or, it is the best of Japanese omakase: the keen attentiveness from the knowledgeable staff that seems to know what you want before you even realize it? One thing is certain: the Kyo Ya experience has the magnificence of a Beethoven symphony. Each dish and detail is vividly impressive and outstanding on its own, but it is the flawless interplay of these themes and the contrasts between the acts that result in a composition where the total effect is much more than the sum of its delicious parts.



Highly coveted Omakase Uba (sea urchin) sits upon an ensemble of shrimp, various types of Japanese mushrooms, and seasonal vegetables topped with Kyo Ya's house-made dressing.

Omakase Kyo Ya cannot afford to sit as 11 courses feature industry's most delicious ingredients from all over the world. Must reserve to get one of the 25 refined seats eating.



The 35 seats at the restaurant, including 10 seats in the bar and a private dining room, are reserved for celebrating special occasions.

Donguri

329 E. 43rd St. (bet. 1st and 2nd Aves.) New York, NY 10017
 TEL: 212 737 9808
 Tue-Sat 5:30-10pm

Donguri, the longstanding neighborhood favorite for authentic Japanese food on the Upper East Side, reopened its doors this summer under the new ownership of the former Executive Chef of KAI, Yonosuke Yamasaki. Chef Yamasaki brought expanded awareness and appreciation for Kaiseki Ryōko, an intricate ensemble of the season's best ingredients. At the helm of Donguri, Yamasaki seamlessly blends his refined, meticulous touch from KAI with familiar staples of the 88rd street eatery to offer a harmoniously evolving menu meant to delight former fans of both restaurants alike. To experience Yonosuke's sublime artistry, the Omakase 8 course menu features Autumn's best ingredients, packed at their most flavorful, including Japanese mushrooms and ginseng (ginseng nut). The attentive, new friendly staff can help navigate the well-curated sake menu for the best pairings. If colder nights call for a singular, atmospheric centerpiece, Miyazaki Wagyu Steak ordered by the ounce is a regulars' favorite. The staff, also sure pieces of only the richest portions of the strip-lobster come with toppings just as savory. Akita Smoked Sea Bass from the unpolluted, deep waters of Oga Peninsula and smoked for three days, freshly ground wasabi, and their house-sauce with a hint of ginger and seasoned fruits.



Visually beautiful and the assortment of apparent cost set by the Chef to bring the Season's best ingredients to the forefront, it highly recommends to start your culinary journey at Donguri.

Directed by the owner, the Miyazaki Wagyu Steak comes with three accompaniments to make each bite complete delicious.



Smoked Chawan (Sea Bass) is deeply appreciated with pairs selected just before the culinary artistry by Chef Yamasaki.



With just 24 seats, the cozy atmosphere is always packed with neighborhood fans. Be sure to make a reservation for the Omakase dinner and an reserved seats.

3 Best Sellers

- ◆ Omakase Kaiseki T1 Course \$150
- ◆ Agneta Soy Dashi-Glaze \$18
- ◆ Fresh Botwe Shrimp & Sea Urchin \$16

3 Best Sellers

- ◆ Chef's Omakase Dinner \$150
- ◆ Miyazaki Wagyu Steak \$60
- ◆ Seasonally Curated Appetizers \$7-\$24

Toro Hamachi: Yellowtail Fan's Choice

in IROHA RESTAURANT



The Toro Hamachi is a popular choice at IROHA Restaurant. The Toro Hamachi is a popular choice at IROHA Restaurant.

TORO-LIKE QUALITY HAMACHI

IROHA restaurant is a popular sushi establishment in the heart of Midtown Manhattan. The one thing that stays consistent, Executive Chef, says, is the New Yorkers love for salmon, yellowtail and tuna. At IROHA, their regulars are particularly fond of yellowtail. That is why they try to get the best of what is out there, even if it costs them more. For IROHA, their choice is the Toro Hamachi, special farm raised frozen yellowtail, distributed by True World Foods. "We've been in business with True World Foods for a long time, and when it comes to the quality of the fish, they are the best, and always consistent", no comments.

VARIETY OF IZAKAYA MENU

Although IROHA is known for more than just sushi, serving sashimi, yakiniku, and fermented dōhachi, they serve Toro Hamachi as sushi, sashimi, and maki (roll sushi) simply because it is the best way to truly enjoy quality of this caliber. Since every cut has a unique texture and flavor, IROHA can serve the Toro Hamachi in at least three variations of sushi. "Because this fish is so fatty, aburi (slightly seared) is also an excellent way to eat it", says Executive Chef. At Sake Bar Hagi downstairs, which they also operate, the Toro Hamachi is served in the tataki (slightly seared raw fish or meat)-style, a great way to savor the flavor of the fish.



IROHA Restaurant is a popular choice at IROHA Restaurant. The Toro Hamachi is a popular choice at IROHA Restaurant.

Sake Bar Hagi
152 W. 49th St. (bet. 6th & 7th Ave.), Basement
New York, NY 10019
TEL: 212-254-6540
www.sakebarhagi.com



IROHA Restaurant
152 W. 49th St. (bet. 6th & 7th Ave.)
New York, NY 10019
TEL: 212-254-6540
www.irohagroup.com

Toro Hamachi is exclusively distributed by



32-34 Papert Plaza, Elizabeth, NJ 07206

TEL: 908-351-0090 / www.trueworldfoods.com info@trueworldfoods.com

Please also find restaurants serving Toro Hamachi at www.torohamachi.com



Japanese Restaurant Guide

\$\$\$ Average price for dinner service with all tax and tip included in listed price

- Open for lunch
- Open for dinner
- Delivery
- Family Dining
- Local Favorite
- Reservations
- Business Hours

Chopsticks available at www.chopsticksnyc.com

*Closed on NY available to book on

Upper West

Upper West Bar Miso
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Gun Japanese Restaurant
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Hana
400 W 10th St, New York, NY 10011
212-435-0000

Upper West Ichu Restaurant
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Jiu-Jitsu*
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Katsura
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Kozan
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Kozan Sushi
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Mame Sake
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Muraoka Restaurant
200 W 10th St, New York, NY 10011
212-435-0000

Upper West One
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Planet Sushi*
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Raku*
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake Grill
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Soma Sake
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Sun-Clare*
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Susho Kana
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Susho Kana*
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Tazuna
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Vasa Sake & Sake*
200 W 10th St, New York, NY 10011
212-435-0000

Upper West Yuka Ramen*
200 W 10th St, New York, NY 10011
212-435-0000

Upper East

Upper East AMBA*
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Gogori
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Fuji Yama
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Hana Sake Bar
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Katsura
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Kozan
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Kozan Sushi
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Mame Sake
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Muraoka Restaurant
200 W 10th St, New York, NY 10011
212-435-0000

Upper East One
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Planet Sushi*
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Raku*
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake Grill
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Upper East Sake's
200 W 10th St, New York, NY 10011
212-435-0000

Sugiyama
Modern Kaiseki

251 West 58th Street,
(Broadway & 58th Ave.)
212.958.0670 **Res-Sat**

OPEN 5:30pm-11:45pm
(10:15pm Last Seating)
www.sugiyama-nyc.com

2nd Store Now Open!

644 W 11th St, (bet. 9th & 10th Ave.)
646-595-9055

MON 12pm-11pm (Dinner only)
TUE-SAT 12pm-11pm (Dinner)
SUN 12pm-11pm (Lunch & Dinner)

TOTTO & RAMEN

200 W 12th St, (bet. 10th & 11th Ave.) | TEL: 212-682-8882 | www.totto-ramen.com

YASHA'S MEGA RAMEN

New Menu Items also Available!

Unique Ramen Restaurant on the Upper West Side
A few minutes walk from 103 St. (Q)

640 Amsterdam Ave, (bet. W 100th & 107th St.)
212-222-2995 Yashacodes@gmail.com
www.YashaRamen.com Delivery Available

Upper East	Shokyo-Sushi 70*
245 E. 78th St. (bet. 1st & 2nd Ave.)	232-271-6333
Upper East	Sushi Mana
760 E. 2nd Ave. (at 76th St.)	212-657-4500
Upper East	Sushi of Gao
400 E. 73rd St. (bet. 1st & 2nd Ave.)	212-677-5300
Upper East	Sushi Saki*
712 1st Ave. (bet. 10th & 11th St.)	212-512-1234
Upper East	Tamachi
332 1st Ave. (bet. 10th & 11th St.)	646-721-1028
Upper East	Tamachi Sushi Sake Bar*
332 1st Ave. (bet. 10th & 11th St.)	646-721-1028
Upper East	Tokaido 72
760 2nd Ave. (bet. 2nd & 3rd St.)	212-401-1000
Upper East	Tokaido
517 2nd Ave. (bet. 12th & 13th St.)	212-696-0200
Upper East	Tsuyuki Bay*
1410 1st Ave. (bet. 1st & 2nd St.)	212-641-7540
Upper East	Tokuhan 88*
211 E. 88th St. (bet. 1st & 2nd Ave.)	212-425-0204
Upper East	Wajima
124 E. 74th St. (bet. 1st & 2nd Ave.)	212-431-0300
Upper East	Washio Lohdy
380 1st Ave. (bet. 10th & 11th St.)	212-652-1000
Upper East	YUKA*
767 2nd Ave. (bet. 12th & 13th St.)	212-673-9875

Midtown West

Midtown West	Aki Sushi
244 W. 12nd St. (bet. 7th & 8th Ave.)	212-251-0300
Midtown West	Aoki
254 W. 43rd St. (bet. Broadway & 7th Ave.)	212-256-0204
Midtown West	Bonitasushi
410 W. 5th St. (bet. 1st & 2nd Ave.)	212-512-0300
Midtown West	Bento Sushi*
740 Broadway (bet. 20th & 21st St.)	212-254-4020
Midtown West	eat 55*
254 W. 12th St. (bet. Broadway & 7th Ave.)	212-684-0204
Midtown West	Go Sushi
726 11th Ave. (bet. 10th & 11th St.)	212-486-2900
Midtown West	GO! GO! CUBBY*
100 W. 12th St. (bet. Broadway & 7th Ave.)	212-684-0204

Midtown West	Hanami Sushi
100 W. 12th St. (bet. Broadway & 7th Ave.)	212-684-0204
Midtown West	Hats
726 W. 43rd St. (bet. Broadway & 7th Ave.)	212-254-4020
Midtown West	Ichikawa*
301 W. 10th St. (bet. 1st & 2nd Ave.)	212-673-9875
Midtown West	Izakaya
211 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	IPPUDO NY RESTAURANT
301 W. 12th St. (bet. 1st & 2nd Ave.)	212-673-9875
Midtown West	ISE Mushi-tai 56
517 W. 5th St. (bet. 1st & 2nd Ave.)	212-791-4700
Midtown West	Izakaya MAMA
124 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	KATSURAMARU
410 W. 5th St. (bet. 1st & 2nd Ave.)	212-512-0300
Midtown West	Kidzumi-IG
124 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	Koi
410 W. 5th St. (bet. 1st & 2nd Ave.)	212-512-0300
Midtown West	Miso Sushi
410 W. 5th St. (bet. 1st & 2nd Ave.)	212-512-0300
Midtown West	Master Sushi
211 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	Noboru
224 W. 10th St. (bet. Broadway & 7th Ave.)	212-791-4700
Midtown West	Nippon
244 W. 12th St. (bet. Broadway & 7th Ave.)	212-254-4020
Midtown West	NOBU 57
410 W. 5th St. (bet. 1st & 2nd Ave.)	212-512-0300
Midtown West	Ocho*
244 W. 10th St. (bet. Broadway & 7th Ave.)	212-791-4700
Midtown West	Ochoya Tiramisu Square
124 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	Sake Bar Hops
124 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	Sapporo*
124 W. 43rd St. (bet. 1st & 2nd Ave.)	212-254-4020
Midtown West	Sensu
211 W. 12th St. (bet. 1st & 2nd Ave.)	212-673-9875
Midtown West	Sushi Miyoko*
100 W. 12th St. (bet. Broadway & 7th Ave.)	212-684-0204



DOTORI KIMCHI

Order Kimchi Online

Wholesale Kimchi
Free Sample for Restaurants

www.dotorikimchi.com TEL.201.956.9697



BLACK MISO RAMEN

Mon-Fri 11:30am - 4:00am
Sat 11:30am - 1:00am
Sun 11:30am - 1:00am
open daily

50% GOOD!!
EVEN MAKES YOUR CHOPSTICKS BETTER

One free bowl (one bowl + one bowl) - \$1.99

Hakata Ramen NISHIDA SHO-TEN
302 E. 49th St. (bet. 1st & 2nd Ave.)
www.nishidashoten.com Tel. 212-308-0791

ORGANIC YOUNG CHICKEN BROTH & EVERYTHING HOMEMADE

Happy Hour
50% OFF
ALL DRINKS
3-4pm

NO MSG

Try our signature ramen, Nikumiso Ramen

159 E. 55th St. (bet. 3rd & Lexington Ave.)
212-333-2974
Open 7 days
Mon-Fri 11:30am - 11:30pm
Sat 12:30pm - 11:30pm
Sun 4pm - 11:30pm

www.hinataramen.com

HINATA

Midtown West **Sagiyama**
251 W. 38th St. (bet. Broadway & W 4th Ave.)
212.684.0325

Midtown West **Sushi Daga**
711 E. 4th Ave. New York, NY 10022
94-455-0225

Midtown West **Sushi Zone**

 Sashimi quality and delicious prices in Midtown for over 20 years. Sushi Daga presents the best of Japanese food. The menu is fresh, fast and it's really easy for everyone to enjoy. We have a wide selection of prices.

100 W. 4th St. (bet. E 10th & 11th Ave.)
212.502.6757 www.sushizone.com

Midtown West **Sushiden***
102 W. 4th St. (bet. E 10th & 11th Ave.)
212.502.6757

Midtown West **Sushiyaki***
251 W. 38th St. (bet. Broadway & W 4th Ave.)
212.684.0325

Midtown West **TABATA***
940 10th Ave. (bet. 30th & 40th St.)
212.759.9021

Midtown West **Tokyo-Kanaka***
880 10th Ave. (bet. 30th & 40th St.)
212.360-1125

Midtown West **Totini Ramen**
303 W. 42nd St. (bet. E 39th & 41st Ave.)
212.647-0352

Midtown West **Totini Ramen 21st St.**
404 W. 21st St. (bet. 9th & 10th Ave.)
212.698-0322

Midtown West **Totini Ramen 21st St.**
201 W. 21st St. (bet. 9th & 10th Ave.)
212.698-0322

Midtown West **Yummy Sashimi***
303 W. 42nd St. (bet. E 39th & 41st Ave.)
212.647-0352

Midtown East

Midtown East **Albany Kenosha***
212 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0404

Midtown East **Azumi***
31 E. 48th St. (bet. Madison & 5th Ave.)
212.687-0321

Midtown East **GONGLEI 1A***
121 E. 47th St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Gyo Kaku***
880 2nd Ave. (bet. 10th & 11th St.)
212.552-0321

Midtown East **Hakubai**
The Glass House 80 Park Ave. (bet. 29th & 30th St.)
212.687-0321

Midtown East **Hakubai**
121 E. 47th St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Hakubai**
121 E. 47th St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Hakubai**
121 E. 47th St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Hakubai**
121 E. 47th St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Hakubai**
121 E. 47th St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Izakaya Piki**
701 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Joker**
201 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Kagura**
121 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **KATSURAMAMA***
701 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **MEGI Midtown**
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Manchuko-Tai**
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Nishi-Sushi**
121 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **NORAI***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Nippori***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Nishi-Sushi**
121 E. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Ogura**
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Ramen Tokura***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Ramen Tokura***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Ramen Tokura***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Sakagami***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Sakagami***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Sakagami***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Sakagami***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Sakagami***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321

Midtown East **Sakagami***
101 W. 42nd St. (bet. 3rd & 4th Ave.)
212.687-0321



Try our authentic Tokyo Retro Ramen

Non-Sat Open until 3am

East Restaurant 555L
212-511-2210
338 W. 56th St. (bet. 5th & Broadway)

Dinner time only
Also available for private events
Japanese Izakaya-style food and a great selection of Sake & Shochu

Lunch: Mon-Fri 12pm-2:30pm
Dinner: Mon-Fri 5pm-9pm
Sat-Sun 12pm-10pm

Largest Selection of SHOCHU in NY

Happy Hour: 4pm-7pm (Mon-Sat)
ALL SHOCHU, Cocktails, Beer 50% OFF

Saturday Buffet 3pm-6pm
\$49.99 per person \$29 for 1-3 people

FINE ITALIAN TAPAS & SHOCHU

Japanese Lunch
11:30-2:30pm (Mon-Fri)

5 Daily Specials (\$10) & Washu Beef Curry (\$12)

Lunch: 11:30-2:30pm (Mon-Fri)
Dinner: 4-11pm (Mon-Sat)

Shochu / Tapas
Tel: 212.715.0779
347 E. 56th St. New York

Midtown East: Sushifusa
201 E. 14th St. (bet. 1st Ave.)
7-10pm/12pm
\$100 L

Midtown East: Sushifusa*
104 E. 43rd St. (bet. Madison St. & Ave.)
7-10pm/12pm
\$100 L

Midtown East: TORII JAZZ
330 E. 42nd St. (bet. 3rd & 4th Ave.)
8pm-12am/12pm
\$100 L

Midtown East: West Village Isokaya
120 W. 4th St. (bet. 2nd & 3rd Ave.)
7-10pm/12pm
\$110 L

Midtown East: Yakiniku GEN*
200 E. 42nd St. (bet. 3rd & 4th Ave.)
7-10pm/12pm
\$100 L

Midtown East: YAMA Restaurant
285 E. 42nd St. (bet. 1st & 2nd Ave.)
7-10pm/12pm
\$100 L

Midtown East: Yamanaka Tokyo
100 E. 42nd St. (bet. 3rd & 4th Ave.)
6-10pm/12pm
\$100 L

Korea Town

Koreatown: Jolla Inn Restaurant*
9 E. 32nd St. (bet. Midway & 5th Ave.)
7-10pm/12pm
\$100 L

Koreatown: Isokaya MCM*
670 E. 2nd St. (bet. 5th & 6th Ave.)
10pm-12am
\$100 L

Koreatown: Isokaya
2 W. 32nd St. (bet. 3rd Ave. & Broadway)
7-10pm/12pm
\$100 L

Koreatown: Toyama Sash
110 W. 32nd St. (bet. 3rd & 4th Ave.)
7-10pm/12pm
\$100 L

Chelsea

Chelsea: Asaka Sash*
200 W. 20th St. (bet. 6th & 7th Ave.)
7-10pm/12pm
\$100 L

Chelsea: Cherry
200 W. 14th St. (bet. 5th & 6th Ave.)
7-10pm/12pm
\$100 L

Chelsea: AA Ichiban Sash
Sushifusa 2nd floor opening
All-arounder with the best
roll-off in the city
New! Sashifusa 2nd floor opening
200 W. 20th St. (bet. 6th & 7th Ave.)
7-10pm/12pm
\$100 L

Chelsea: Hiramatsu Sash*
100 W. 20th St. (bet. 6th & 7th Ave.)
7-10pm/12pm
\$100 L

Chelsea: MCM Sash
400 E. 42nd St. (bet. 3rd & 4th Ave.)
7-10pm/12pm
\$100 L

Happy Hour!
Weekday 5:30-7:00PM
All Drinks → Special Price!
*Bar space only.

**Reservations accepted
for 10-15 people**

LUNCH
Open: Mon-Fri 11:30-2:30
Closed: weekends & holidays

DINNER
Open: Mon-Sat 5:30-11:00
Sun 5:30-10:00
Closed: Sun

BAR
Open: Mon-Sat 5:30-11:00
Closed: Sun

SOBA TOTTO
251 E. 43rd St. (bet. 1st & 2nd Ave.)
(bet. 2nd & 3rd Ave.)
212-657-6200

**Autumn Special Lunch Sets
Until Oct. 31st**

**Blackboard Pike
Mackerel Set \$16**

**Taste of
Autumn Set \$24**

**Autumn Special
Tempura Box \$22**

Aburaya Kinnosuke
213 E. 45th St. NYC / 212-667-5454
www.aburayakinnosuke.com

Mon-Fri
11:30am-10:00pm
Sat-Sun
9:30am-11:00pm
Sun 9:30am-10:00pm

Lunch Time Reopened

New
Satisfying Lunch Menu
Hiramatsu Sash Set \$11
Choice of your favorite appetizer,
the soup, and ramen

**The perfect place
to unwind**
Use Cheesecake of Cheesecake These
are the perfect place to unwind, relax
and enjoy the night

**Happy Hour
Drinks Only Open-Open**
Happy Hour, Japanese style
Classic rock music and more
Live music for the night

444
212-667-5454
212-667-5454

100 W. 20th St. (bet. 6th & 7th Ave.)
Tel: 212-667-5454 / 212-667-5454
Lunch Mon-Fri 11:30-2:30 Dinner Mon-Fri 5:30-11:00

Red Dragon
SPICY OR VERY SPICY \$15

Happy Hour!
Sapporo Ramen Set \$11 (Sashimi)
All Appetizers and Noodle
Nail Polish 400-400-4000

**Open
for lunch
Mon-Sat**

HIDE-CHAN RAMEN
200 E. 42nd St. (bet. 3rd & 4th Ave.) 212-667-5454

Alpine Enthusiast
 Available in paperback is \$19.95 and
 new editions cost \$24.
 features worldwide. Among
 their well-developed habits
 often from European forests
 called a "mountain goat" is closely by. Generally
 called "mountain goat" by hybridized and mixed species.
 ISBN 0-7624-0000-0 \$19.95
 ISBN 0-7624-0001-0 \$24.95

Chelara **Iskaya Tsa**
207 2294 746 (Tel: 2074 6 2742 28) 227 215
213 427 7030

Chairs	Kuba Sauer²	
200 N. Ave. (apt. 344-5, 7th fl.)		954-4
11417 Ave.		26

[illegible]

Chelone **Monoeye Chelone**
180 720 Ave. (at 27th St)
2-CLUB-4000

Dr. J. R. "Moose" Smith
180 W. 23rd St., Box 50 E. Astoria
(503) 325-4871

[illegible]

Division **MOORESCO**

© 2011 Pearson Education, Inc. All rights reserved. Printed in the United States of America. This book is protected by copyright. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage or retrieval system, without permission in writing from Pearson Education, Inc.

Draken **Osanya Chelmon**
 17th Ave SE, Box 500, S.E.
 PO Box 2078
Draken **Travis Tavern**
 Greenwood Hotel 10704 Ave for 13th St
 PO Box 2078
Gramercy

Shanghai 15-1430
Tel: 700-02-6688 Shanghai 95-1-98-1-1-1 100-1-1-1
700-02-6688

Phone no.	Appl. Serial
011-2610-2000	011-2610-2000

Introducing
Salmon Teriyaki Don \$10.50

A scrumptious combination of salmon Teriyaki, salmon roe, our salmon dabis, this new item will definitely win the hearts of eating lovers.

Authentic Japanese food at a reasonable price
sanja 202 120 50 (Sat, Sun, & Holidays) | Tel: 646-334-7004
Mon - Fri: 11:30am-10pm Sat & Sun: 12pm-10pm



MiKado
Japanese Sashimi & Sushi Bar

525 8th Ave., 2nd Fl., 10014 NY TEL: 212-255-0881 / 9001 Open 7 days
Free Delivery - min \$10 Online order: www.MiKadoSushi.com

Go! Go! CURRY!

Hey Comicon fans

Having too much fun to get lunch?

During the New York Comic Con from Oct. 6-12 let us deliver delicious curry to you so you can stay at the show and enjoy all day long.

Call us at 212-730-5555 or order online @ www.gogocurryusa-ny.com

Open 7 days

Times Square Museum
Chelsea Stadium
Wally World Comic Station
Washington Square Park Stadium
Carnegie's Roader

273 W. 10th St. (near 5th & 10th Ave)
344 W. 12th St. (near 4th & 7th Ave)
33 John St. (East Broadway & Thomas St.)
330 Thompson St. (bet. W. 3rd & Bowler St.)
850 Westchester Ave. Corvallis, WA 97331






NIN-NIKU RAMEN

1 University Pl., New York, NY 10003 **Near NYU**

TEL: 212-229-2752 **MSG**

www.ramentakumi.com

Ramen Takumi Mon-Sun 11 AM-11 PM

Genmancy Choshu*	
215 Lexington Ave. (at 100 St.)	\$25 (L) 25
212-452-3038	
Genmancy Hono	
200 E. 1st Ave. 2nd Fl. (at 100 St.)	\$25 (L) 25
646-424-6305	
Genmancy Kariten Sushi East*	
881 1st Ave. (bet 20th & 21st St.)	\$25 (L) 25
212-475-2228	
Genmancy Midokura*	
111 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-329-0389	
Genmancy Momokawa	
121 E. 20th St. (bet 1st & Lexington Ave.)	\$25 (L) 25
212-434-3438	
Genmancy Seibau	
111 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-434-3378	
Genmancy Suki SAMBA	
200 Park Ave. 5th Fl. (bet 10th & 11th St.)	\$25 (L) 25
212-434-0221	
Genmancy Suki SUSHI NIM	
300 1st Ave. (bet 1st & 2nd St.)	\$40 (L) 25
212-440-2258	
Genmancy Tanshuwa Nabe*	
11 Lexington Ave. (bet 20th & 21st St.)	\$10 (L) 25
212-713-2221	
Genmancy YAMA Restaurant	
101 E. 19th St. (at 1st Ave.)	\$25 (L) 25
212-475-0281	

West Village

West Village Chao Szechuan	
101 W. 10th St. (bet 10th & 11th St.)	\$21
416-460-0325	
West Village Cho Cho Szech*	
101 W. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

West Village Daji Restaurant

Daji

Daji Restaurant has an opened West Village fully open for breakfast, lunch, dinner, and late night. We have daily menu, daily specials, and late night menu. Daji Restaurant is a new addition to the West Village. Daji Restaurant is a new addition to the West Village. Daji Restaurant is a new addition to the West Village.

111 W. 10th St. (bet 10th & 11th St.)

\$25 (L) 25

212-475-0285

West Village Jiro Japanese Restaurant	
400 Hudson St. (bet 10th & 11th St.)	\$40 (L) 25
212-441-5138	

West Village CDD CDD CDD

CDD

CDD is a new addition to the West Village. CDD is a new addition to the West Village. CDD is a new addition to the West Village. CDD is a new addition to the West Village. CDD is a new addition to the West Village.

111 W. 10th St. (bet 10th & 11th St.)

\$25 (L) 25

212-475-0285

West Village Hakuwa Tendon*	
81 Grove St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

West Village Mikan*	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

West Village Miso*	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

West Village Miyagi	
200 W. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Nigami	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Pusan Tofu*	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Renshi-Su	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Rockwell*	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Sato	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Suki Yoko	
200 W. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village The Tokyo Tofu Cafe	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Tozoku Sushi	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
West Village Uchiyokozakura	
100 Lexington Ave. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village

East Village Aoyu	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village BOND ST	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village Cho An

Cho An is a new addition to the East Village. Cho An is a new addition to the East Village. Cho An is a new addition to the East Village. Cho An is a new addition to the East Village. Cho An is a new addition to the East Village.

100 E. 10th St. (bet 10th & 11th St.)

\$25 (L) 25

212-475-0285

East Village Curry-Ya	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village Dico

Dico is a new addition to the East Village. Dico is a new addition to the East Village. Dico is a new addition to the East Village. Dico is a new addition to the East Village. Dico is a new addition to the East Village.

100 E. 10th St. (bet 10th & 11th St.)

\$25 (L) 25

212-475-0285

East Village Gyo-Raku*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village Haku*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village HUPPO NY	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village HON SUSHI*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village Japanese	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village JEWEL SUSHI	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village Kaito Pizzeria House*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village Kanko*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

East Village Karabaki	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village Kyo To	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village Mitsu Pizzeria Sush*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village Mitsu-Tai*	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	
East Village NEMCA	
100 E. 10th St. (bet 10th & 11th St.)	\$25 (L) 25
212-475-0285	

EAST VILLAGE

"New York Winehouse" is based on classical Japanese cuisine.

10/13-10/19
4th Anniversary event
check our website
www.wasan-ny.com

100 E. 10th St. (bet 10th & 11th St.)
212-475-0285

Spicy Aijsen

Happy Hour 4pm - 7pm
at Chelsea Location
\$3 Sapporo **\$5 House Sake**

Aijsen Ramen

Chelsea
100 W. 20th St.
New York, NY 10011

Chinatown
100 W. 20th St.
New York, NY 10011

Flushing
100 W. 20th St.
Flushing, NY 11354

Mon-Sun 11:30am-10pm
Mon-Thu, Sat 11am-10pm
Fri-Sat 11am-11pm

East Village **Natori**
89 St. Mark Pl. (bet. 3rd & 4th Ave.)
212-625-7171 **\$20 L**

East Village **Noodle Cafe Zuo***
30 St. Mark Pl. (bet. 2nd & 3rd Ave.)
212-625-4455 **\$12 L**

East Village **OM! Tacos***
9 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-673-0325 **\$20 L**

East Village **Ramen Misoya New York**
123 2nd Ave. (bet. 7th St. & St. Marks Pl.)
212-677-4825 **\$10 L**

East Village **Ramen Setagaya ***
242 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-685-7028 **\$12 L**

East Village **Onitake + Modeste***
Onitake + Modeste specializes in popular Japanese comfort food. Onitake brings you ramen and Modeste comes with all Japanese specialties.
201 E. 10th St. (bet. 3rd & 4th Ave.)
346-554-2427 **\$7 L**

East Village **Sake Bar Decibel**
280 E. 10th St. (bet. 3rd & 4th Ave.)
212-677-2752 **\$40 L**

East Village **Sake Bar Sotoko**
282 E. 10th Ave. (bet. 3rd & 4th Ave.)
212-674-0255 **\$25 L**

East Village **Fuji Kai Ram***
Fuji Kai Ram serves authentic Japanese ramen & Japanese food. Home & family style. Open 7 days a week. 100 St. Mark Pl. (bet. 2nd & 3rd Ave.)
212-677-7288 **\$15 L**

East Village **Shabu Soba***
219 E. 10th St. (bet. 3rd & 4th Ave.)
212-677-0123 **\$20 L**

East Village **Sekisoku***
288 E. 10th St. (bet. 3rd & 4th Ave.)
212-684-0284 **\$15 L**

East Village **Pakistany NY**
Ramen/Pakistany Ramen, Indian and Pakistani specialties. Authentic Pakistani food. 100 St. Mark Pl. (bet. 2nd & 3rd Ave.)
212-677-7288 **\$15 L**

East Village **Sakana Ramen***
219 E. 10th St. (bet. 3rd & 4th Ave.)
212-677-0123 **\$20 L**

East Village **Sekoya Restaurant***
281 E. 10th St. (bet. 3rd & 4th Ave.)
212-677-7288 **\$15 L**

SHIO RAMEN

Ramen Setagaya
www.ramenetogayany.com

See Bus 11 (bet. 2nd & 3rd Ave.)
242 MARK ST. (bet. 2nd & 3rd Ave.)
212-685-7028

212-677-0123

www.sakebar-decibel.com

277 East 10th St.
(bet. 3rd & 4th Ave.)
212-677-0123

NEW ARRIVAL

RAISE SHOCHU

www.raiseshochu.com

KENTO MILD MINT RAMEN
by Mas. KENTO

The world's first mint flavored ramen (Japan)

IPPUDO NY
44 4th Ave. (bet. 3rd & 4th Ave.)
212-388-8888
www.ippudony.com

Mon-Thurs 11am-12am
Fri Sat 11am-12am
Sun 11am-10pm

\$16
LIMITED OFFER FROM OCT. THROUGH DEC.

*We may close early if the soup runs out.

3rd Anniversary Event

9/29
12pm-till sold out

\$3 Ramen
for limited time only

During this event, we will not be able to send out ramen orders. We will do our best to serve you in the best way possible.

SAIKYO MISO RAMEN

Ramen Misoya
129 2nd Ave.
(bet. St. Marks Pl. & 7th St.)
www.misoyany.com

212-677-4825
Mon-Sat 12pm-12am
Sun 12pm-11pm

[illegible]

East Village	Tokushima East Village
10-Avenue of the Arts Bldg	220-1-1
203-020-0124	

East Village Union West®

Cam Village Village Tokocine
 11 Boulevard St. 200 - 4000 St. A - 4000 St. A 1 200 200
 200 200 200

© 2013 Wiley Periodicals, Inc. | 111
 1000 N. 4th Street, Suite 200, New York, NY 10017-2198
 212-850-6000 | www.wiley.com

East Village	Yokosuka West*	
244 E. 46th St. (at 5th Ave.)		925.25
PL 6076-0000		

Exam Village	Yaklaşan Tarihler ¹
ÖSYM Kurumları (Yüksek Lisans, Lisans ve Lisansüstü)	2024

First Village **Yonke South***

Carr Village	Yalla Restaurant
100 E. 14th Ave. (3rd-4th Ave.)	940 W. 1st
703.273.0000	

East Village Inn
329 E. 6th St. (bet. 1st & 2nd Sts.)
(916) 424-2471

Lower Manhattan

Lower Manhattan

Layer: Mini **Agave Nectar**

 I remember in Japan in 1981, a
 global warm-up pop-funk band
 with hair DOG-eared. This is
 the first time I saw a New York
 City and then somewhere a
 poster on my 2nd college campus and got her to know that
 makes your money is a sign of the

Lower left	Access	
4700 rue Fréchet, Steeple & Ferguson Inc.		225
213-377-3380		200

20 Broadway (at West) • 212 • 260-1111

Lower 48 States	Cuba 63
1959-1960 (in 1960) (Average of 1959-60)	829
1960-1961 (in 1961)	829

Lowest Value	Ellyette Restaurant*	226.4%
20th Anniversary (Golden 20)		226.4%
2000-2001 Golden		226.4%

Lowest Price **Family Recipe®**
201 Fall days. 24 Great Recipes & Cakes! **\$20.95**
24 Recipes in 1

Lower MIKE **GO GO CURRY***

 World Taste Center Soups & Rice 2nd location. Also Takeout Sausage and Philadelphia Sausage Pies Served. On the Go! 30 min. service. Closed every month. get free-tasting soup-sauce portions for \$6.95 GO GO CURRY. Check-out website for special offers

21 Ave St. Suite 100, Franchising & Sales 212-545-8822
710-485-5165 www.go-gocurry.com

GO GO CURRY

Lower fifth **ESSE Downtown+**
66 Prince St. 2nd Fl. Portland, ME 04101
207.789-1808

Latitude (N/E)	Region	
27 South End Lane, St. St. Thomas, St.		CR-1 L
251 744 0011		

Lower 90s **Melrose D**

Widening St	(on Melrose E & Avenue)	630-758-1100
2014-2015		4.0

Lower limb **Muscles**
 18 Thompson St New York, NY 10012 **212 696 0300**

Leaves Yellow	Molted
209 Molt to 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 154th, 155th, 156th, 157th, 158th, 159th, 160th, 161st, 162nd, 163rd, 164th, 165th, 166th, 167th, 168th, 169th, 170th, 171st, 172nd, 173rd, 174th, 175th, 176th, 177th, 178th, 179th, 180th, 181st, 182nd, 183rd, 184th, 185th, 186th, 187th, 188th, 189th, 190th, 191st, 192nd, 193rd, 194th, 195th, 196th, 197th, 198th, 199th, 200th, 201st, 202nd, 203rd, 204th, 205th, 206th, 207th, 208th, 209th, 210th, 211th, 212th, 213th, 214th, 215th, 216th, 217th, 218th, 219th, 220th, 221st, 222nd, 223rd, 224th, 225th, 226th, 227th, 228th, 229th, 230th, 231st, 232nd, 233rd, 234th, 235th, 236th, 237th, 238th, 239th, 240th, 241st, 242nd, 243rd, 244th, 245th, 246th, 247th, 248th, 249th, 250th, 251st, 252nd, 253rd, 254th, 255th, 256th, 257th, 258th, 259th, 260th, 261st, 262nd, 263rd, 264th, 265th, 266th, 267th, 268th, 269th, 270th, 271st, 272nd, 273rd, 274th, 275th, 276th, 277th, 278th, 279th, 280th, 281st, 282nd, 283rd, 284th, 285th, 286th, 287th, 288th, 289th, 290th, 291st, 292nd, 293rd, 294th, 295th, 296th, 297th, 298th, 299th, 300th, 301st, 302nd, 303rd, 304th, 305th, 306th, 307th, 308th, 309th, 310th, 311th, 312th, 313th, 314th, 315th, 316th, 317th, 318th, 319th, 320th, 321st, 322nd, 323rd, 324th, 325th, 326th, 327th, 328th, 329th, 330th, 331st, 332nd, 333rd, 334th, 335th, 336th, 337th, 338th, 339th, 340th, 341st, 342nd, 343rd, 344th, 345th, 346th, 347th, 348th, 349th, 350th, 351st, 352nd, 353rd, 354th, 355th, 356th, 357th, 358th, 359th, 360th, 361st, 362nd, 363rd, 364th, 365th, 366th, 367th, 368th, 369th, 370th, 371st, 372nd, 373rd, 374th, 375th, 376th, 377th, 378th, 379th, 380th, 381st, 382nd, 383rd, 384th, 385th, 386th, 387th, 388th, 389th, 390th, 391st, 392nd, 393rd, 394th, 395th, 396th, 397th, 398th, 399th, 400th, 401st, 402nd, 403rd, 404th, 405th, 406th, 407th, 408th, 409th, 410th, 411th, 412th, 413th, 414th, 415th, 416th, 417th, 418th, 419th, 420th, 421st, 422nd, 423rd, 424th, 425th, 426th, 427th, 428th, 429th, 430th, 431st, 432nd, 433rd, 434th, 435th, 436th, 437th, 438th, 439th, 440th, 441st, 442nd, 443rd, 444th, 445th, 446th, 447th, 448th, 449th, 450th, 451st, 452nd, 453rd, 454th, 455th, 456th, 457th, 458th, 459th, 460th, 461st, 462nd, 463rd, 464th, 465th, 466th, 467th, 468th, 469th, 470th, 471st, 472nd, 473rd, 474th, 475th, 476th, 477th, 478th, 479th, 480th, 481st, 482nd, 483rd, 484th, 485th, 486th, 487th, 488th, 489th, 490th, 491st, 492nd, 493rd, 494th, 495th, 496th, 497th, 498th, 499th, 500th, 501st, 502nd, 503rd, 504th, 505th, 506th, 507th, 508th, 509th, 510th, 511th, 512th, 513th, 514th, 515th, 516th, 517th, 518th, 519th, 520th, 521st, 522nd, 523rd, 524th, 525th, 526th, 527th, 528th, 529th, 530th, 531st, 532nd, 533rd, 534th, 535th, 536th, 537th, 538th, 539th, 540th, 541st, 542nd, 543rd, 544th, 545th, 546th, 547th, 548th, 549th, 550th, 551st, 552nd, 553rd, 554th, 555th, 556th, 557th, 558th, 559th, 560th, 561st, 562nd, 563rd, 564th, 565th, 566th, 567th, 568th, 569th, 570th, 571st, 572nd, 573rd, 574th, 575th, 576th, 577th, 578th, 579th, 580th, 581st, 582nd, 583rd, 584th, 585th, 586th, 587th, 588th, 589th, 590th, 591st, 592nd, 593rd, 594th, 595th, 596th, 597th, 598th, 599th, 600th, 601st, 602nd, 603rd, 604th, 605th, 606th, 607th, 608th, 609th, 610th, 611th, 612th, 613th, 614th, 615th, 616th, 617th, 618th, 619th, 620th, 621st, 622nd, 623rd, 624th, 625th, 626th, 627th, 628th, 629th, 630th, 631st, 632nd, 633rd, 634th, 635th, 636th, 637th, 638th, 639th, 640th, 641st, 642nd, 643rd, 644th, 645th, 646th, 647th, 648th, 649th, 650th, 651st, 652nd, 653rd, 654th, 655th, 656th, 657th, 658th, 659th, 660th, 661st, 662nd, 663rd, 664th, 665th, 666th, 667th, 668th, 669th, 670th, 671st, 672nd, 673rd, 674th, 675th, 676th, 677th, 678th, 679th, 680th, 681st, 682nd, 683rd, 684th, 685th, 686th, 687th, 688th, 689th, 690th, 691st, 692nd,	

Lower 9th NY Sushi Pa
 98 Q mps St New York NY 10001
 212-728-0807

Lower 48 States **Saskatchewan**
 2005 Environmental Sustainability & Quality of Life Report
 www.saskatchewan.ca

Lower Mills	Santa Anita
428 Pennsylvania (at Light & Brady St.)	2000 N. 1st St.
(214) 374-2628	(214) 374-2628

Lower 1st floor	5A, 5B, 5C, 5D, 5E, 5F, 5G, 5H, 5I, 5J, 5K, 5L, 5M, 5N, 5O, 5P, 5Q, 5R, 5S, 5T, 5U, 5V, 5W, 5X, 5Y, 5Z
1st Floor (Upper 1st Floor & 2nd Floor)	1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 1J, 1K, 1L, 1M, 1N, 1O, 1P, 1Q, 1R, 1S, 1T, 1U, 1V, 1W, 1X, 1Y, 1Z

Lawyer Office	Yegorov
100 N. Yegorov St. (MFC) Yegorov & Partners LLC	200
200 N. Yegorov St.	200

Tribeca

Tribeca

[illegible]

MEQU New York
 67 Thomas St. 2nd Floor, NYC, NY 10038
 Tel: (212) 691-1111

Tricore **INFLIX**
2000 Johnson Dr. (apt. 400) Quincy, IL 62305
217-221-4700

Price on request

WEEKEND NEXT GOOD

Trice co	Passerina	
141000000, Inc. (Shurtz & W. P. Shurtz)	2000	1.2
171.000 (2001)		100.0

SPECIAL DISCOUNT
Lunch & Wine
 12:00PM - 2:00PM Mon - Fri \$19.95
Mains & 1/2L
 12:00PM - 2:00PM Mon - Fri \$19.95
 12:00PM - 2:00PM Sat - Sun \$24.95
 12:00PM - 2:00PM Mon - Fri \$19.95
 12:00PM - 2:00PM Sat - Sun \$24.95
EARLY BIRD 4:00PM - 5:00PM
 12:00PM - 2:00PM Mon - Fri \$19.95
 12:00PM - 2:00PM Sat - Sun \$24.95
 12:00PM - 2:00PM Mon - Fri \$19.95
 12:00PM - 2:00PM Sat - Sun \$24.95

**PROMOTE YOUR BUSINESS
IN CHOPSTICKS NY!**

info@chopsticksny.com
212-631-6870 for more information



Have the chef
all to yourself!

Limited 2 people per night

Chef's Table

Inside kitchen

Teppanyaki Tempura
or Tasting Menu
\$80 - \$100 (4-6 people)

Tue - Wed & Thu Only
Reservations required

Be seated
at 6:00pm





**EDO-MAE
CHIRASHI**

BRKLYN

Authentic Sashimi in Park Slope



TARO
太郎
USA

246 Flatbush Ave.
Brooklyn, NY 11217
TEL 718-388-5243
www.taro-usa.com





Secrets Behind White Hamachi and Orange Salmon

Last time we talked about CO treatment on tuna, that CO treatment would almost infinitely keep tuna red or actually pinkish. What would happen if CO treatment is applied to other fish. It turned out that it also makes other fish retain color. Not necessarily red, however.

Another item is frozen Hamachi (yellowtail). The purpose of CO treatment on Hamachi is different from tuna because Hamachi meat is whitish. CO treating Hamachi does not make its white meat reddish but it makes its reddish blood meat brighter, so the contrast becomes appealing. And again, it makes Hamachi retain its meat color. Under regular freezing (-4°F or -20°C), non-treated Hamachi meat becomes yellowish after 1 year. After 2 years, it becomes so yellowish, you would not attempt to eat it. But if you treat Hamachi with CO, white meat remains white. Hamachi you eat in the US is all farm raised. Years ago, Hamachi farmers were economically struggling because of over production. Freezing the fish is one way of escaping this, but they had a problem. The meat color changes even if it is frozen. CO treatment was and is a panacea for them. Today if you see the processing plant of a Hamachi farmer in Japan, you usually see a processing line, one for natural and the other for CO treated. As we mentioned in the previous article, Japan has banned CO treatment, therefore farmers must make sure CO treated fish are export only and do not co-mingle with those to be consumed in Japan.

In some supermarkets, they sell fresh farmed salmon as color added. US regulation requires almost all farmed salmon must bear color added in display. Is salmon also CO treated? No, color added here means the color pigment extracted from krill, plankton, and other small organisms are in their feed. Wild salmon enjoy eating krill and its color is naturally transferred to salmon meat. It is akin to your sweet smelling garlic after you eat a lot of garlic. Farmed salmon only eats feed. If feed does not contain color pigment, its meat becomes weathered orange. That is why salmon farmers add color pigment in their feed. It is not that farmers paint salmon meat with some sort of color source.

We do not think making food appealing to your eye is necessarily a bad thing. It is a desired result of cooking. But enhancing your dish with paprika is one thing, treating your food with CO gas is quite another. As long as you know that farmed salmon is colored with color pigment in the feed, then it is your decision to accept it or not. By the same token, if CO gas treated fish are so displayed and you know what it is, then it is your call if you want to eat that kind of fish. You are what you eat. Know food better and choose wisely.



Consumers naturally expect salmon to have a beautiful orange color. Wild salmon learn the pigment because it eats things like krill, plankton, and other small organisms which have a naturally orange color. However farm raised salmon is made to eat those things and is instead given feed with added naturally extracted color pigment.



Some importers are conscious of food traceability and they indicate "Wild" or "Farm" when selling salmon.



CO gas treated now has a muted red color that lasts long. The color does not come from food coloring but the pure chemical reaction described in the following explanation.

Unconjugated pigment "myoglobin", which naturally exist in foods, turn an attractive red color when exposed to air by taking up oxygen. This structure (pigment "oxy-myoglobin") does not maintain for long. However, when carbon monoxide combines with myoglobin, it converts to myoglobin's scarlet red color much like carboxymyoglobin which is called "carboxymyoglobin". Myoglobin has a greater affinity for carbon monoxide than oxygen, therefore, oxygen cannot combine with myoglobin to oxidize it to metmyoglobin. Thus, carboxymyoglobin is much more stable than oxy-myoglobin.

For more information about CO treatment and food safety check out our website.

The Fish Site
www.thefishsite.com

FDA
www.fda.gov/cfsis/fish.htm

The National Agricultural Law Center
www.nationalaglawcenter.org

SING SING KARAOKE

Everyday Happy Hour! Open to 9pm \$4/hr/p

• 15 private rooms for your parties, accommodate up to 40 people
• A bar lounge • Bring your own food with no extra charge

The first hour
50% off
Jolly Mix-That

*Mention Chopsticks NY

\$4/hr/p
ALL DAY

St. Mark's

11 St. Mark's Place, 3rd Fl. 10013
Sat 2:00pm-3:00am
703-381-7600

Amoy Gardens

11 Avenue A, 4th Fl. 10013
Sat 2:00pm-3:00am
703-433-0000

Komegashi
Japanese Cuisine

Newport Location

59 Town Square Place
Tel: 201.533.8888
www.komegashi.com

11 Komegashi Too 11 Komegashi



Ramen (\$8.50)

Original recipes are prepared daily on site using a machine imported from Japan. Open everyday from 11:30am until the soup runs out.



Menya Sandaime
三代目

1683 Parker Ave. Fort Lee, NJ 07024 TEL: 201-482-6141

Subscribe **CHOPSTICKS NY**

for only **\$19.99/year!**

Call Us at 212-431-9670 or email: reader@chopsticksnyc.com

Lower Mills **Yaya Tea Garden**
31 Chapel St. 2nd Floor 07030
212-251-4300

New Jersey **Minimotto Kitchens**
300 South St. 07030
201-213-0000

New Jersey **Princess**
200 Main St. 07030
201-251-4300

KARAOKE

Upper East **Happy**
1802 1st Ave. 10016
212-431-1000

Midtown West **Yuki 50°**
200 W. 42nd St. 10018
212-750-1210

Midtown East **Blue Search Bar**
171 E. 85th St. 10021
212-750-1210

Midtown East **Japan 30**
171 E. 85th St. 10021
212-750-1210

Midtown East **Karaoke Queen 60°**
200 W. 42nd St. 10018
212-750-1210

Lower East **5 Bar Karaoke**
200 W. 42nd St. 10018
212-750-1210

Lower East **Chorus Karaoke**
200 W. 42nd St. 10018
212-750-1210

Lower East **Gogogo Karaoke**
200 W. 42nd St. 10018
212-750-1210

Lower East **Groovy Karaoke**
200 W. 42nd St. 10018
212-750-1210

Lower East **Karaoke Queen 20°**
200 W. 42nd St. 10018
212-750-1210

Lower East **MM**
200 W. 42nd St. 10018
212-750-1210

Lower East **Radio Star Karaoke**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Chelsea **Karaoke Club**
200 W. 42nd St. 10018
212-750-1210

Manhattan **Music Story**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Apple Restaurant**
300 W. 42nd St. 10018
212-750-1210

Manhattan **WENDY**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Karaoke City**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Planet Rock**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Second on Second**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (Ave. A)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210

Manhattan **Sing Sing (St. Mark's)**
300 W. 42nd St. 10018
212-750-1210



Cantonese Cuisine Redefined

PHOENIX GARDEN

First in Chatsworth and now in Murray Hill, Phoenix Garden has been serving authentic Cantonese-style dishes for over 25 years. What sets the restaurant apart from the other Cantonese restaurants is its original dishes.

Seafood Sticky Rice is one of these unique creations, and it's a must-try. Lobster, scallops, and king oysters are placed on short-grained rice atop a lotus leaf and steamed in a "seal" bamboo steamer. Upon opening the lid of the steamer, a complex aroma of seafood and lotus leaf wafts up and arouses your appetite. As you dig in, layers of flavors and textures of lobster, scallops, and king oyster dance in your mouth.

Another original dish recently added to the menu is *Fish-Stuffed Gyoza*. These pan-fried dumplings highlight succulent wild swan fish (a white-meat river fish) accented with ginger, green onions, and special seasonings and served with a spicy garlic sauce. If you are already a fan of Phoenix Garden's signature dish, *Salt & Pepper Shrimp*, it's time to try its rich spin-off, *Salt & Pepper Lobster*. The lobster is coated with a batter and deep-fried to seal in the mild and juicy meat and served with garlic, jalapeño peppers, and scallions. It's a simple dish that masterfully re-invents the lobster's flavor.

With a variety of options—from traditional to creative dishes finely tuned to the New York palate—Phoenix Garden offers an absolutely enjoyable Chinese dining experience.

Phoenix Garden 110 W. 34th St. (bet. 3rd & 4th Ave.) New York, NY 10018
 212-633-8888 (1033) | www.phoenixgarden.com
 Mon-Fri: 11:30am-10pm Sat-Sun: 12pm-10pm



Featuring Japanese-style *carpaccio* (a bowl of sliced raw topped with ponzu dressing), *Seafood Sticky Rice* is a gorgeous feast for your eyes and palate.



There are two in three Great Wall-style dishes at the City. You won't want to miss these before they're cooked to perfection.



"Stir-fry with" is the guiding principle of Phoenix Garden's modern style. Salt & Pepper Lobster exemplifies this well.



What's the reason for 20 YEARS of success in Chelsea?

HAPPY HOUR Wine and beer are
 3:30pm-10:30pm **Buy 1 Get 1 Free**



ROYAL SIAM 240 8th Ave. (bet. 22nd & 23rd Sts.), New York, NY 10011
 TEL: 212-741-1732 | www.royalsiam.com
 OPEN 7 DAYS: Lunch: 11am-3:30pm, Dinner: 3:30pm-10:30pm

Specialty dishes, authentic ingredients, Thai cuisine from

Chang Thai

WON-HO
 HAPPY HOUR
 5-10 PM
 LUNCH SPECIAL
 11:30am-3:30pm

Handmade organic Thai
 salads, soups, & curries

635 9th Ave.
 (bet. 5th & 10th Sts.)
 New York, NY 10019
 TEL: 646-684-7028




Taste from Bangkok

TAI-THAI CUISINE



17 E. 11th St. (bet. Madison & 4th Aves.) 212-813-0773
 Sun-Thurs 11:30am-10:30pm, Fri-Sat 11:30am-11pm

[illegible]

THAI

Long Kriss	
200 Broadway (at 7th St.) 212-693-8801	\$22 L \$12 S
Eat Thai	
1435 3rd Ave (bet 4th & 5th St.) 212-693-1501	\$15 L \$10 S
Spice	
1476 Hudson (bet 7th & 8th St.) 212-694-6224	\$20 L \$10 S
Spice	
1417 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Viang Pong	
220A 3rd Ave (bet 2nd & 3rd St.) 212-693-6901	\$20 L \$10 S
GHOUSE*	
607 3rd Ave (bet 4th & 5th St.) 212-693-4800	\$15 L \$10 S
Asakook Thai	
500 3rd Ave (bet 3rd & 4th St.) 212-694-0200	\$15 L \$10 S
Aure Thai	
412 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Bangkok House	
300 W 40th St (bet 6th & 7th Ave.) 212-693-1501	\$15 L \$10 S
Breeze	
400 3rd Ave (bet 4th & 5th St.) 212-693-7237	\$20 L \$10 S
Cha Thai Kitchen*	
This Thai food kitchen only believes in using authentic Thai ingredients and fresh ingredients from Thai restaurants to create the best Thai food.	
300 W 40th St (bet 6th & 7th Ave.) 212-693-1501	\$15 L \$10 S
Cheesee Thai	
210 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Hing 2 Thai Eatery	
200 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Noodlez*	
Noodlez's authentic Thai street food open late till the end of home style Thai dishes with a mouth-watering range of dips and dipping sauces.	
300 W 40th St (bet 6th & 7th Ave.) 212-693-1501	\$15 L \$10 S
Pam Real Thai CT	
400 W 40th St (bet 6th & 7th Ave.) 212-693-6500	\$20 L \$10 S
Pam Real Thai 40	
400 W 40th St (bet 6th & 7th Ave.) 212-693-6500	\$20 L \$10 S
Pong Thai*	
300 W 40th St (bet 6th & 7th Ave.) 212-693-6500	\$20 L \$10 S
Q2 Thai	
400 W 40th St (bet 6th & 7th Ave.) 212-693-6500	\$20 L \$10 S

Rosa Service Midtown	
200 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Thai Palace	
200 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Thai Select	
412 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Tapez Thai	
127 W 40th St (bet 6th & 7th Ave.) 212-693-6500	\$15 L \$10 S
vay bar & Restaurant	
127 W 40th St (bet 6th & 7th Ave.) 212-693-6500	\$20 L \$10 S
Yan Yua 3*	
200 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Yan Yua Bangkok*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Yan Yua Thai*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Av Thai Place*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
CBDO	
200 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Folia Thai Restaurant*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Talent Thai Kitchen	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Pac Thai	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Pangor/Chaiwan	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Pangor Thai*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Rosa Service	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Royal Siam	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Siam Thai	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Spice	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Thai Clear-It	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Bangkok 2 Thai*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Janya Thai	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Lomaxong Grill	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S

Flying Tiger	
210 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
San 30 Thai Cooking*	
400 3rd Ave (bet 4th & 5th St.) 212-693-6500	\$15 L \$10 S
Tea Thai Cuisine	
111 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Tea Thai Cafe*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$20 L \$10 S
Galanga	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S

SEA	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Tea Thai Food*	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Kam Thai Cuisine	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Klong	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S
Spice	
100 3rd Ave (bet 3rd & 4th St.) 212-693-6500	\$15 L \$10 S



CHEERS THAI RESTAURANT
www.cheersthai.com

HAPPY HOUR
EVERYDAY 4:30-7 PM

LUNCH SPECIAL
EVERYDAY \$7.95
11:30 AM-4:30 PM

510 Metropolitan Avenue
1st Floor, New York, NY 10017
Tel: 212-693-6500

HIMALAYAN YAK RESTAURANT

in JACKSON HEIGHTS

•BUY 1 GET 1 FREE DRINK!
•20% OFF TOTAL BILL

(Offer on "Cheats" NY) Valid thru Oct. 31st



Himalayan Yak Restaurant
75-20 Roosevelt Ave., Jackson Heights, NY 11372 (718) 779-8888
Mon-Thur 12pm-11pm, Fri-Sun 12pm-12am www.himalayanyak.com

[illegible]

• Chiropractic N/A available to pick up.

Subscribe CHOPSTiCKS NY

for only **\$19.99**/year

Get the month's full listings on Japanese dining, shopping and events around town.
We will deliver COUPONS to your door.

Call Us at 212-431-9870 or email reader@chronstick.com

What on Earth? 体育の日

TAIKU NO HI

[PHYSICAL EDUCATION DAY]



On a perfect autumn day, what would you enjoy doing? Hiking? Apple picking? Japanese people consider autumn perfect for doing things like reading, eating, and sports. After the autumnal equinox, nighttime becomes longer than daytime, and people feel like spending more time indoors and reading at night. It's also a harvest season that provides an abundance of seasonal flavors, so naturally people eat more. But playing sports is the most popular activity of the three. Since the weather is nicer and more comfortable than in other seasons, people enjoy outdoor activities. "Taiku no Hi," literally translated as "Physical Education Day," reflects this mindset of the Japanese people.



Taiku no Hi is a national holiday established in 1966 for the purpose of encouraging people to obtain and maintain health, both physically and mentally, through sports. It was originally observed on October 10th, commemorating the date of the opening ceremony of the Tokyo Olympic Games in 1964. October may seem a bit late for hosting the Summer Olympic Games, but Japan had a specific reason for selecting this day: according to the meteorological statistics available at the time, October 10th was the day with the highest probability in the year of having no precipitation.

For this reason, many schools have field days on Taiku no Hi. Field days in Japan are not merely athletic competitions but also family events. Parents and relatives gather to watch their children participate in a variety of races, games, and performances. As well as regular track and field competitions, there are unique races like the *karumono kyōsō* (scavenger hunt), *ama-kui kyōsō* (hidden candy-eating race), *pen-kui kyōsō* (changing pastry-eating race), and *mukade-kyōsō* (centipede race). Team competitions such as *tanabata* (bean bag throwing), *kibasen* (piggyback fights), and *bō-saeshi* (pole tumbling) are popular programs. In addition to these win-or-lose games, performances of *kozaekata* (drum and rifle bands) and mass games are included in the programs to amuse the audience. The field game for both participants and audiences is always one of the highlights of this autumn day.

In 2020, the Japanese government enacted the "Happy Monday Bill" and set the date for observing Taiku no Hi on the second Monday of October. Thanks to this new bill, people can take three consecutive days off.

LIFESTYLE

BEAUTY INTERVIEW

Eiji of
Eiji Salon

MONO- LOGUE

Tsuki Usagi Jirushi Brand
Slim Pot

LEARNING

Japanese Crossword

FOCUS

Pop Culture

LISTINGS

Beauty
Health
Shop
School



Precision & Vision of the Dry Cut

Beauty Interview: **Eiji** of Eiji Salon

What is a New York Dry Cut?

The Dry Cut goes beyond cutting dry hair. A precision specialist would meticulously cut the hair strand by strand from the bottommost layers to the top. It takes precision, focus and a clear vision of the intended final look. The result is consistent, easy to style hair that is perfectly balanced and beautiful from all angles.

Why should women invest in one?

Most women believe that their hair's tendencies are inevitable destiny. They're not. Having a technique, skilled Dry Cut circumvents such concerns by directing each hair strand to naturally fall into its proper place without much effort or product. A great haircut has great emotional, mental and visual value. Looking great 365 days/year, from a 360° perspective creates confidence.

As the freemason of the Dry Cut technique, why are you so passionate about it?

I first learned and trained with my mentor, a legendary Precision who created the Dry Cut method. Coming from a systematic salon where I was charming out clients every 30 min., the artistry, skill and the luxury of time that the Dry Cut required drew me in. I finally found true joy in cutting hair. Through the Dry Cut, I can intuitively and deeply connect with each client, although I barely talk during the entire 90 min.

You seem truly content. What's the trick?

Your work has to be something that makes you happy. Something that allows you to cherish each day. Then, a hectic day can feel you drive, obstacles can become surmountable challenges, and stress can transform to positive energy. Maybe that's why I never get sick anymore.



Eiji only books a handful of clients per day in order to dedicate his entire focus and time to each customer.



Eiji Salon
321 Madison Ave. #5
2nd Fl. 10th E. 58th St.
New York, NY 10022
Tel: 212-408-3384
www.eijisalon.com

QUEENS

mint

135-14 Northern Blvd.
Hoboken, NJ 07030
707-708-3000
www.mintsalon.com

Design With Awe Salons

By a highly experienced Japanese Stylist

Hair Cut 50% OFF
reg \$60 → **\$30**

Highlights (partial) \$50 & up

120 8th Ave., 2nd Fl. (bet. 10th & 20th St.)
Call or text for an appointment
562-542-0626
@mg.ny12.com/instagram
Sun-Sat. 10am-8pm Sun. 11am-6pm

Organic Color Systems

Permanent hair color with care

ONE ON ONE

Free color
20% OFF
val of \$100
Oct 3-10

Trois Peignes **Two Days**

110 2nd Ave. 2nd Fl. 10th E. 5th St.
Tel: 312-358-9992 www.troispeignes.com

KATSUKO SALON

katsukosalon.com

Welcome

Cut \$35

HAYATO BE BESIDE

Tel: 646-632-0224 Look only
175 2nd St. 2nd & 3rd Fl. New York

Treat the sun damage on your scalp

RITZ

HEAD SPA \$55
(New & Dry on scalp)
Your choice, Your style \$110 (dry)

VIJIN 212-664-0664
www.salonvjin.com

22 W. 1st St. (bet. Broadway & 2nd Ave.)
Hair stylist: WANGFETI (aka Joe Kwak)
*signature signature required
*Time is subject to change depending on your choice

LORELYNNA SALON

Kris casting, recasting

30% OFF all services

110 2nd Ave. 2nd Fl. 10th E. 5th St.
Tel: 312-358-9992 www.lorellynnasalon.com

JAPANESE GRANDMA'S TIPS

Green Tea Mask for Anti-aging

Seems too effective on preventing skin and skin aging. 1. Purify your skin with a toner and essence and wash them up. 2. Put a cotton pad on your face and soak it in the green tea mask. 3. Leave it on for 10 minutes. 4. After washing your face, apply the essence and wash it up. 5. Rub your face with your hands and apply the mask on your face.

Germany **Shinji's Art & Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

WARREN-TRICOMI
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Wenwen Shi**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

Esthetician **Yo-C Salon**
103 E. Ave. (at 1st St. & 2nd St.) \$20-
201-200-0300

YO-C SALON
Call 1-770-000-0000
Three Steps Treatment
\$200 (REG: \$250)
Valid thru Oct. 31st
225 East 5th Street
New York, NY 10003
212-529-0355
info@yocsalon.com
www.yocsalon.com

RH PLUS SALON
225 3rd Ave. 2FL. (bet. 4th & 5th St.)
212-644-8058 www.rhplus.com
Mon-Fri: 10am-8pm
Sat & Sun: 10am-7pm

Become Beautiful with
**Face Reduction
Care Technique &
Unequal Face Care**
Global Esthetic Leader
80 salons in Korea, 7 in Japan,
Philippines and China.
Body-Line Care, Pelvic Care, Acne Care,
Back Care, Hip & Pelvic Care, Body Muscle Care,
Tight Thinning Care, Body Weight Care,
Carved Legs Care, Breast Care
Is a lot of cosmetics, face therapy
has become increasingly popular and
a hot topic in the world.
See the website for details
www.beautymade.com
www.yaksonhouse.com (EN)
YAK SON HOUSE
38 W. 32nd St. #601 New York, NY 10001
Tel: 212-584-7474

KAWAII in New York

By Julia Szabo

Happy Howl-oween!

Dogs playing dress-up are the highlight of Halloween in New York, with many kawaii K9s strutting their stuff at the annual Tompkins Square Halloween Dog Parade (Saturday October 31) from noon to 3 pm. But for doggie design diva, Ada Naves—she has appeared on TV with Martha Stewart and David Letterman—my day is a great occasion to costume your canine. Ada suits her adorable Chihuahua in boutique custom creations, several inspired by Harajuku fashions. She even costumes her cat! Whether you fashion your own how-ewee-outfits or buy them off the rack, please remember that dogs prefer going naked so make their comfort a top priority. Don't construct Spot with a too-tight or too-loose costume, no matter how kawaii it looks and definitely don't cover his eyes with a mask or hat. You'll know you've found a spook-tacular fit when your dog gives you a happy smile—check out the costumed gals on K9 outie-pie Duplicat.

To adopt a kawaii dog or cat, visit Animal Care & Control of New York City: www.nyc.gov



Doggie dress-up: ORN? anything that doggie likes at a new fit.



The Blair Gopkins hair prints on this boutique suit (which was actually part of a kawaii Halloween costume) or a fully color with matching hat.

Prints of Gopkins by Gopkins Fashion www.gopkinsfashion.com



Verde Salt, a black Chihuahua, models a kawaii Pompadour ensemble which has kawaii hair. Muffin wears a kawaii Lala look complete with tiny goggles.

Photographs of Chihuahuas and cat-country of Ada Naves: www.adanaves.com



In his orange guayabera, Muffin, a kawaii cat, is also kawaii cat!



Julia Szabo has international style for The New York Times and New York Post, and created a kawaii design column for The New York Times.

Illustration by Julia Szabo

Life International
Just Japan
Authentic Japanese
Religion, Culture, Tradition
and Modern are just the
beginning. Hundreds
of traditional and
contemporary Japanese
products with unique
online shopping
experience.

www.jlifeinternational.com
1-866-993-9291

saranyc.com

Sara Japanese Pottery
202 Lexington Avenue, NYC 10017
212-970-5243 info@saranyc.com

**SPICE & CURRY
RICE CRACKER**

**New Arrival
10/1 FREE TASTING**

**SPARKLING
VINEGAR
DRINK**

464 Broome St. NYC
212-219-7325 www.kthym.com
Mon-Sat 11am-7pm Sun 12pm-6pm
Wed closed

**wanna read our
back issues?**

Easy Navigation,
Exciting Articles,
More Convenient!!

www.chopsticksny.com



MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 44 - MONO of the month

Tsuki Usagi Jirushi Brand Slim Pot

It was around the late 80s through early 90s when the concept of "Industrial Design" rose and people started becoming more style conscious for their homes. With this trend, designers started experimenting with various designs and materials rather than just pursuing practicality and durability. But in 1933, even before this trend, a company called Fuji, an enamel metalware producer that pioneered the idea of Industrial Design in the home, released an enamel coffeepot: the Tsuki Usagi Jirushi Brand Slim Pot.

Japan had been producing enamelled metalware since 1623. Before the 70s, most home kitchenware was functionality based, but with the economic boom in the late 70s, Japan was seeing more of the European cultural influence come in. One of the bigger influences was the café culture where coffee replaced Japanese tea, and coffee became the place to be.

With this as a backdrop, Fuji came out with a stylish coffeepot that had a mirror spot, perfectly designed for drip coffee. And since it is best to use water that is slightly below boiling point at 90°C (194°F), once the boiled water is placed in the pot, the water becomes the perfect temperature to use for coffee.

Because of its timeless design and the marriage to perfect functionality, the coffeepot is still one of the best-selling items for Tsuki Usagi Jirushi Brand today. Thanks to the retro trend coming back, this handcrafted enamelled coffeepot is coveted more than ever when manufacturers are having a hard time catching up with the demands, according to Kintohsby Fuji, a group company of Fuji and a kitchenware wholesaler company based in New York City. But those that knew coffee like Blue Bottle Coffee have already gotten a

hold of them for their stores.

In 2013, Tsuki Usagi Jirushi Brand came up with a new model of the coffeepot that is not enamelled but left as metalware. This new design still has a retro feel but takes even more to the drip coffee with a smaller opening for the spout, which will be released in the U.S. at the Portland Coffee Fest this October. The original enamelled coffeepot comes in two sizes: large (0.7 liter/23.7 oz) and small (1 liter/33.8 oz). The 2013 stainless model comes in one size but in two styles: the Mirror and Satin. Whichever one you may choose, adding just one of these coffeepots to your kitchen can no doubt transform your space into a retro-chic atmosphere and enhance your coffee experience.



Tsuki Usagi Jirushi Brand's Slim Pot features a thin spot, designed especially to provide the optimal way of pouring coffee. Pictures are a 2013 model stainless pot (top) and enamel/metal pots followed since 1933 (middle-bottom).



Overall fitting technique used in giving the Tsuki Usagi Jirushi Brand Coffeepot its truly coffee-making.



The shape of the 2013 model's spout is carefully designed to control the way of pouring water. [left] You can pour hot water from a single pot and create a three-volume of water, important to making a truly cup of drip coffee.



History of Enamelled Metalware in Japan

Enamellure is an ancient technique where a glass substance is laid at high temperatures is glazed on a metal base for coating. The glass coating prevents the metal from rusting and creates durability. Although it took some time to reach Japan, when it was finally introduced in 1865 in the form of a cooking pot, the enamel industry took off. By 1890, it was the main technique used to make utensils for the Navy and army due to its durable nature and the country was full of enamel metalware manufacturers at one point. Until the late 80s, enamelled metalware was widely popular and the item for kitchenware, such as kettles and kettles in Japan.

Kintohsby Fuji Inc.

201 Central Park South, Suite 1206

New York, NY 10019

Tel: 212-586-2073

www.kintohsby.com

Facebook: www.kintohsby.com/fujikohsby



School Guide

This following is a list of schools where you can learn Japanese culture:

- ★ Classes available in www.chopsticksnyc.com
- ★ Chapters not available to pick up

LANGUAGE

Upper West Year Thru Self

551 Carnegie Plaza (between Ave J & 130th St)
212-461-4211 **Japanese**

Midtown West NY Japanese Language

124 W 34th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West The Nippon Club/FFY

A Japanese Language Center located in the heart of Midtown West, NY, at the Japanese Consulate General. The center provides Japanese language classes for all ages, from children to adults. The center also provides Japanese language classes for all ages, from children to adults. The center also provides Japanese language classes for all ages, from children to adults.

Midtown East Academy Language Institute

124 W 34th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown East Hills Learning

Hills Learning is the only Japanese language school in NYC that offers Japanese classes for all ages, from children to adults. The center also provides Japanese language classes for all ages, from children to adults. The center also provides Japanese language classes for all ages, from children to adults.

Midtown East New Language Institute Inc.

551 Carnegie Plaza (between Ave J & 130th St)
212-461-4211 **Japanese**

Midtown East Japan Society

221 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-763-0258 **Japanese**

Midtown East Language House

211 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown East PC Tech

211 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown East Renasant New York

211 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea ABC Language Exchange

146 W 34th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea Teat

146 W 34th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

West Village NYU-SCPS

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea Telenia Language

211 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Long Island Long Island Japanese

211 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Long Island Long Island Japanese Culture Center

211 W 4th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Manhattan Go!NipponGo Language

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Purchase Asia Academy of New York

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Manhattan WCC/Cultural Arts

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

New Jersey Japan House of New York

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

New Jersey Hills Learning

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Japanese Language Center

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

TRADITIONAL

Upper West Karate Japanese Karate

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Serikwa Shodo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Sogunaka Japanese School

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Unesco Japanese Club

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Obi's New York Food Design

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West N.Y. Togi Kyushu

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West NEWYASU USA

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West The Nippon Club

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown East Lotus Books and Gifts

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea Bakuwa Flowers New York

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Lower East Yekimura College of Arts

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea Karate House

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea Noh-Kai Noh-Kai Dance School

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Chelsea Onawa School

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

MARTIAL ARTS

Upper West Aikido Art House

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Karate Dojo Institute

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo NY

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West UWS Karate Karate

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West Aikido Aikido

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West NERMA Karate Karate

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Upper West WTKO Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West D-Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West New York Karate

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

Midtown West Shotokan Karate Dojo

115 W 11th St. (at 6th Ave) 2nd Fl. 10th Fl. 10th Fl.
212-697-5171 **Japanese**

[illegible]

Teen Jazzy 3000 N. Lincoln 950.313.8880	Kidzville: Jazzy The Lane 10 DFO Jazzy
3000 N. Lincoln 300 N. Lincoln St. 215 950.313.8880	PRODIGE'S JAZZY Jazzy
Teen Jazzy 3000 N. Lincoln 950.313.8880	Redwood Kendo School 3000 N. Lincoln 950.313.8880
Teen Jazzy 3000 N. Lincoln 950.313.8880	Northwest Jazzy Kari 3000 N. Lincoln 950.313.8880
OTHER	
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Colombia Univ 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Salsa Weaving Arts 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	BeachCafé 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Bodywork Butler 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	The Nippon Club 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Take Stage N.Y. 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	SOXA Working 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	The DOJO 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Sachiko Ito & Ginoza Co. 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Toku Kiyotaka 2000 Broadway (at 10th St.) 2000 Broadway
Upper Vico 2000 Broadway (at 10th St.) 2000 Broadway	Therapeutic School 2000 Broadway (at 10th St.) 2000 Broadway



The Dojo

NY 265 Madison Ave., 5th Fl. @ 29th St., NYC 10016
Wainwright House, 250 Shreveport Ave., Nye, NY 10850
NJ 360 Old River Rd., 2nd Fl., Edgewater, NJ 07020
212.947.3334 / www.kkny.net

It's never too late to start ballet.

-Adult beginners: 4 lessons with no restrictions from A to Z-

*Nurture grace
and self-discipline
through ballet*

Special Promotion
Trial Class ~~\$24~~ → **\$10**

*Children's Classes are also available
Valid until 10/31/04



Harcourt Butler, t 347-454-1801

55-46°W, 100-59-3rd St., NYC 10014 (Dist. 5th & 6th Ave.)

For more information, visit www.fishbase.org

INTERNSHIP OPPORTUNITY

«Position»

- Sales/Marketing Intern

<Requirements>

Fluent in English and business level Japanese
(or)
Fluent in Japanese and business level English
Intermediate computer skill in Microsoft Word and Excel

To apply for the position, send or email cover letter and resume to the address below.

Trend Post NY, LLC
Attn: Non Shimizu
40 Exchange Pl., #1902
New York, NY 10005
Email: non@trendpost.com

Japanese CROSSWORD



Across

1. Written using the Chinese characters for "large place," a _____ is a square where people can gather.
 5. The core or heart of a thing or object.
 7. A morning period.
 8. The initials of the legendary sixteenth-century warlord who governed the region of Kai (Yamanashi Prefecture).
 9. An ear of barley or rice is called a _____ in Japanese.
 10. The _____-shill is a prestigious literary award established in commemoration of the novelist Senryu.
 12. Soybean flour.

Down

2. "Everything" or "right" in Japanese.
 3. Mark is target of a shooting.
 4. Surplus or remainder.
 6. A beige or pale orange color is called _____ in Japanese, signifying Japanese people's skin color.
 11. While is called _____.
 13. Maboroshi _____ is a sixteenth-century warlord who was the inspiration for the video game *Nobun no Yabou*.



©Chopsticks NY / Miles Miller

Complete our monthly survey for a chance to win Nontake Dinner Plates, Set of 4

3
prizes

Enter by October 31, 2014

Chopsticks NY® would like to get as much feedback from readers as possible. Please tell us what you think about Chopsticks NY® by answering the following questions.

PRIZE OF THE MONTH

Nontake is an acknowledged leader in fine tableware and china with an over 100 year legacy. Their new line of dinnerware,



Cher Bloss, is elegantly embellished with a traditional design cherished in Japan for centuries. They are thin and lightweight but very durable. Because we want our readers to experience and enjoy their fine quality, three (3) Chopsticks NY readers will receive a set of 4 of these plates (retail price \$340) as a gift from us.

Q1 How many times a week do you cook using Japanese food ingredients in cookware?
 _____ times

Q2 Which of these Japanese food ingredients in cookware do you use in cooking?
 (Choose all that apply)

☐ Aino ☐ Soy Sauce/Shoyu ☐ Cooking Sake ☐ Mirin ☐ Japanese Rice
☐ Instant Noodle ☐ Japanese Sake (Mead, Yuzu Sake etc.) ☐ Others _____

Q3 How much would you spend on dinnerware intended for gift?

a. up to \$15 b. \$15-\$50 c. \$51-\$100 d. \$101-\$200 e. \$201 and more

Q4 In addition to what you currently own, what kind of dinnerware items would you like to have?

☐ Pot ☐ Induction Cook ☐ Serving Bowl ☐ Serving Platter ☐ Tea Pot ☐ Pitcher
☐ Cup/Veg ☐ Dish-Style Dish ☐ Others _____

Please share your personal information with us.

Name _____

Age a. 24 & below b. 25-34 c. 35-44 d. 45-54 e. 55-64 f. 65 & over Grouping (optional)

Gender a. Male b. Female

Ethnic background (optional)

☐ Asian ☐ Japanese ☐ Mexican American/Black
☐ Hispanic ☐ Multiracial ☐ Caucasian ☐ Other _____

Email address _____

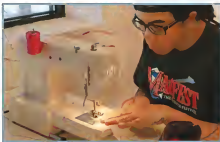
Would you like to receive more information from Chopsticks NY via email? ☐ Yes ☐ No

Two Ways to Answer the Survey

Go to www.chopsticksonline.com/survey.php or Fax to 212-431-4460



DEVELOPING COSPLAY CREATION SKILLS



Interested in costumes? Reinson, explains the master plan for his costume by presenting the pattern he is using.



Hands work as a team when sewing, turning, pinning, and other tasks vital to costume making.

Most cosplayers have wondered what it would be like to create their own cosplay costume. After all, store bought cosplays can have many downsides and don't hold the same personal value as an outfit created by hand. Over the years I have had trouble with finding cosplays in my size, are sturdy enough to LARP (live action role play) in, are affordable, look as authentic as real life as they do online, etc. However some people, like experienced cosplayer "Wing", know the secret to having a great cosplay is to make it yourself. Background in fashion and over ten years of cosplay creating experience, Wing teaches cosplay making at Flexbox. While observing one of Wing's cosplay classes for beginners I learned that creating your own outfit is sometimes cheaper than buying one from a store, well fit for you when completed, and the fabric can be as strong or weak and as thick or thin as the creator would like. The power to control the cosplays details and dynamics is in the hands of the creator.

Wing's cosplay-making classes are run Saturday afternoons and evenings at the Flexbox - with beginner, intermediate, and advanced level courses offered. Beginners learn the amazingly intricate skill of pattern making, giving students the ability to create cosplays that can't be found in stores and/or to create new interpretations of cosplays already in existence. This class also focuses on learning sewing and sew-

ing terminology and making fabric choices. More advanced courses include learning to do detailed stitching/embroidery, accessory making, and much more.

While observing the beginners cosplay class I picked up a few sewing essentials. 1) Never pull fabric through a sewing machine. Your hand should be guiding and directing the fabric only. Forcing the fabric even a little will result in puckering. 2) Reinforcing - called "back tack" - the beginning and end of a stitched line is important to the integrity of the cosplay. Use the sewing machine to go back and forth over the end and beginning an extra time. 3) Pattern making is a complex process that is made easier with tracing paper and patience. 4) In case of a cosplay mishap during a convention one should always carry a few safety pins and/or thread and needle. Every cosplayer experiences a wardrobe malfunction eventually!

Any great cosplay will have someone asking "Where did you get that?" With a few classes from Wing, you could be proudly replying "I made it myself!"

—Reported by Melissa Pomeroy

FLEXBOX, Inc.
41-28-77th St., Long Island City, NY 11101
TEL: 718-764-3020 | www.flexbox.com



Parts piece into a simple and efficient way to make fabric, remove or discard while sewing and designing.



Remember! Now is time the fabric through the sewing machine. You will make your fabric, piece and your job more efficient.



The best part of my learning experience is getting a right! Practice and patience makes perfect.

A first of its kind pop culture festival



NEW YORK
COMIC CON

October 3 – 12, 2014 | NYC

With different pop culture themed experiences happening in every corner of the City,
including concerts, comedy shows, podcasts, gaming events and more,
New York Super Week brings the entire universe of popular culture to every corner of all five boroughs.

@NYSuperWeek

NewYorkSuperWeek.com

Entertainment Event / Leisure

Exhibition

September 23 - October 8 **FREE**

Shi Iseibutsu Exhibition by Shi Chizumasa X and Shi Toshio XI

The Nippon Gallery

The Nippon Gallery presents an exhibition of chidori (its warai) entitled "The Shi Iseibutsu Exhibition: at the Legend Continues" by Shi Chizumasa X and Shi Toshio XI. "Shi Yoku" originated in 1866 in a village in Ishikawa Prefecture and was developed for use in tea ceremonies. Shi pieces are prized for their beautiful shapes and form. There will be 17 pieces of chidori on display at the exhibition.

Location: 365 W. 57th St., (bet 4th & 5th Ave.), New York, NY 10019
TEL: 212-597-2023 / www.nippongallery.com

Through October 16

"Weight of Happiness" Duo Exhibition

Yoko Hosen US

Tibet House US will be hosting "Weight of Happiness" a two-artist show displaying artworks visually inspired by Buddhist traditions.



From the artists' cultural heritage (Italy and Japan) symbolism and spirituality are interpreted by artists. Ms. Rensu Fuyuki and Ms. Makiho Morioka. Rensu Fuyuki is a Tokyo-born and New York-based artist who is committed to philanthropic work through her "Books for Children" organization which has donated more than 12,000 books to the Tibetan refugee children in exile. This will be the second showing of Ms. Fuyuki's works at Tibet House US and the first collaboration between the two artists.

Location: 237 W. 11th St., (bet 5th & 6th Ave.), New York, NY 10011
TEL: 212-697-0543 / www.tibethouseus.com

October 3 - 5 **FREE**

"The Spirit of Calligraphy, The Beauty of Japan" by Mitsuko Inoue

Ginkgo Washita KeiGai-ko

Mitsuko Inoue is a Japan based calligraphy artist, will be holding her third solo calligraphy exhibition at Ginkgo Washita KeiGai-ko, a bookstore is a post house off Union Square. Inoue is a calligraphy teacher who owns a calligraphy school in Japan and also has earned a new style of calligraphy by using paper and other materials. On the 4th and 5th calligraphy workshop and "Calligraphy and Tea" event will be held. Tea ceremonies will be conducted by Shoshiko Mori of Tei-Whisk who is a Japanese tea ceremony master in New York.

Location: 377 Broadway, NYC (bet 7th & 20th St.)
New York, NY 10003
info-the-ink.com/www-the-ink.com



October 3 - 5 **FREE**

"Continuity" Exhibition by Tim Rowan

Sans Japanese Pottery



Exhibition "Continuity" Tim Rowan is a ceramic artist whose staidest designs were inspired by natural clay and rock. Starting with a portable shape, he uses an interesting or drive to create forms that resonate with a sense of power that gives his work strength. The event is Tim Rowan's first solo exhibition at Sans Japanese Pottery. Opening reception will be held on Oct. 3.

Location: 330 Lexington Ave. (bet 48th & 50th St.)
New York, NY 10017
TEL: 212-677-2267 / www.sanspot.com

October 18 - 19 **FREE**

Miki Katagiri Solo Art Show

Ginkgo Washita KeiGai-ko

Miki Katagiri is a New York based artist will be holding her solo art exhibition at Ginkgo Washita KeiGai-ko, a private Japanese restaurant. Katagiri has been designing and making specialty hats for over 30 years. Through inspired design and the use of unique materials characters and environments are brought to life so that each hat tells a story. During the exhibit a music event and tea ceremony will be held to enjoy more of her artwork.

Location: 377 Broadway, NYC (bet 7th & 20th St.)
New York, NY 10013
info-the-ink.com/www-the-ink.com



October 24 - 26 **FREE**

Rail Takemachi & Eiko Tanaka One Exhibition "30+ years Craft from KAGA 2014"

Sans Japanese Pottery

This year marks

Sans Japanese

Pottery's 50th

year presenting

the Kaga Kutsu

Exhibition with

young artists that

gathers in new

traditional crafts

Run Takemachi

the Katsuhara

golden pottery artist

and Eiko Tanaka

wood turning and lacquer artist, will

be exhibiting with a greater focus than ever before. Run

Takemachi works with new colors, and paints items with

visual experiences or pieces the artists by hand. Eiko

Tanaka turns her lacquerware pieces, producing shapes

from the ceramic and holding of the immediate moment.

Opening reception will be held on Oct. 24

Location: 330 Lexington Ave. (bet 48th & 50th St.)

New York, NY 10017

TEL: 212-677-2267 / www.sanspot.com



and when done with free delivery through their "Sample Program." A 15% discount for Clear Blend items is also applied to the Sample Program.

www.southsideusa.com
socialhubusa.com

Newly Launched "Lunch Club" Point Card System

Phoenix Garden

Phoenix Garden, an authentic Chinese restaurant in Murray Hill, is introducing a point card system "Lunch Club" for take-out and delivery lunch orders this September. For a lunch order, a stamp is given on a point card and once ten stamps are collected, the next lunch is free. As a special promotion throughout the month of October, Chopsticks NY visitors will receive a free vegetable spring roll for lunch orders. Phoenix Garden offers more than 20 different lunch specials from \$7.

Location: 242 E. 40th St., (bet. 3rd & 3rd Ave.), New York, NY 10016
 Tel: 212-685-6666 / www.phoenixgarden.com

Special Ramen for \$3

Ramen Matsuyaka

Ramen Matsuyaka is coming shop specializing in more ramen using various types of Japanese meat is offering \$3 special ramen on Sept. 28 for their 2-year anniversary. The special ramen will be a ramen-style ramen is three (white) meat ramen topped with chashu meat, and Soft-boiled Marinated Soft-boiled Marinated ramen topped with Kani to lifted without glutens and deep-fried bean curd. All sales on this day will be donated to the 9th District of NYSPD, which annually donates charity for children on Children's Day.

Location: 129 2nd Ave., (bet. 2nd & 3rd Aves.)
 New York, NY 10003
 Tel: 212-677-4825 / www.ramen.jp

Instant Noodle

Monitor Campaign

Ramen Planet

Ramen Planet is an online shopping website selling cup-type and pack-aged instant nood-



les. Japanese snacks, side-dishes, and little-known will provide true sample packs for those who want to try instant noodles. On the premise of sharing their experiences with the readers via blogs or YouTube, the first 12 entries who send emails to "info@chopsticksny.com" will receive a set of instant noodles specially selected for the monitor campaign. Entry deadline is Oct. 31.

www.chopsticksny.com
info@chopsticksny.com
 Facebook: /ChopsticksNY

\$20 Off Special Hair Care Service

Shogun Hair Salon

Shogun Hair Salon in Flat Iron will offer a special system promotion from Oct. 1 through Nov. 30. During this period haircut, Perm, Pencil and Lashcare treatment Set will be offered for \$105 (Reg. \$125) for those who receive Chopsticks NY when making an appointment. Perm, Pencil, products of Milbon, the Japanese leading hair color brand, to make natural wavy hair and Lashcare Treatment Business Milbon's 3-step treatment system that completes smooth, shiny, strong, healthy, natural and no-plastic hair.

Location: 123 5th Ave., (bet. 1st & 2nd Sts.) 2nd Fl.
 New York, NY 10003
 Tel: 312-889-0826 / shogunhair.com

10% Off Mobile Router For Travelers to Japan Visits

In Japan, 3G Wi-Fi service is not as commonly available as in the U.S., and many travelers to the country often have trouble with that. Japanese high-speed Internet provider Vocus now offers reasonably priced mobile router rental service. Chopsticks NY visitors will receive 10% off by entering a promotion code "MHS110" when reserving online. With an advance application through their website, delivery all over Japan, scheduled delivery and airport pickup are available.

www.vocus.com
 Tel: 81-3-6329-4400 (Japan)

\$20 Off Hair Coloring

Trunk Projects

From Projects to "3 Colors" is a hair salon conveniently located in the East Village that offers everything from precision haircuts and perms to hair coloring and deep conditioning treatments. They are also equipped with an



organic concept and health consciousness. From now until Oct. 31, they will be offering a special promotion 20% off hair color. Take advantage of this expense and allow them to provide you with a pleasant experience from beginning to end.

Location: 200 2nd Ave., (bet. 1st & 2nd Sts.), New York, NY 10003
 Tel: 212-581-1902 / www.trunkprojects.com

Silento Massage & Herbal Sauna Package 50% Off

4Go Holistic Center

Throughout October, 4Go Holistic Center (that offers Japanese holistic therapy treatments in New York City's Midtown area) will be offering a deluxe full-body massage package designed to relieve stress and ease the body and mind for \$85 (Reg. \$175). The package includes a 30-minute, muscle-tension-releasing full-body massage, a 15-minute full-body detox massage to target tough knots and areas of stress retention, and 5 minutes of stretching, followed with helpful at-home stretching advice from your therapist.

Location: 272 E. 4th St., (bet. Madison & 5th Aves.), 2nd Fl.
 New York, NY 10003
 Tel: 212-699-6300 / www.4goholistic.com

Free Consultation for Matchmaking in NYC FREE

Meek-Japan-Lady.com (M.J.L.)

Kazuo Muramatsu, a certified personal matchmaker and relationship coach specializing in connecting professional men with Japanese women, is now offering free monthly matchmaking consultations at New York City. The October sessions are scheduled for the 16th and 18th. At the free consultation sessions, he will help you create your own profile for online registration on Meek-Japan-Lady.com. Once registered, you can surf exclusive online information.

www.meek-japan-lady.com/
 Tel: 646-697-5758

Up to \$60 Off All Brands of Rice Cookers

Kitchenware Central

Kitchenware Central offers a well-stocked collection of top-rated power kitchen goods and essential home appliances to customers across the East Coast. During the month of October, seasonal kitchen items including all brands of rice cookers will be up to \$60 off. The knowledgeable owners of this one-stop shop will help guide each customer to find the perfect home solution. Free parking available.

Location: 3625 Avenue A, Fort Lee, NJ 07024
 Tel: 201-486-0803
www.kitchenwarecentral.com



The Art of Japanese Urushi & Sake Tasting

- At latitude 40°N -
New York meets Ninohe,
a small town of Iwate, Northern Japan

Join us a seminar about the beauty and culture of Japanese Urushi (lacquer), originating from Ninohe of northern Japan. Tasting of Nambu-Bijin, Japanese premium Sake to follow. (Urushi art demonstration by Urushi artists from Japan)

Monday, October 6th 2014
6pm to 8pm Sake Reception 8pm to 9pm
at Japan Society
333 East 47th Street, New York, NY 10017
www.japansociety.org

Guest speakers:



"Living Urushi Tradition"

Suzanne Ross (Urushi Artist)

A renowned Urushi artist, who has been living in Japan for over 30 years, will be speaking about urushi history and techniques. Suzanne will also discuss the dangers that face traditional crafts in this modern age and possible solutions.



"Introduction to Japanese Urushi"

Takuo Matsuzawa (Joboji Urushi Workshop Co., Ltd.)

A presentation about lacquer production and its usage in Japanese culture



**Admission
Free**

by reservation only

RSVP

<http://the-art-of-urushi.eventbrite.com>

or ninohe@focuscorp.us

(tel) 646-490-8203

(fax) 646-599-9741

(C/O) Focus America Corporation



Visit Ninohecity.com for more information about Ninohe City fair in NY 2014

Come and join us for Ninohe city restaurant week in NY. Participating restaurants: Kyo-ya, EN Japanese Brasserie, SakaMai

Organized by Ninohe City, Mayor Professor of Japan (in www.ninohecity.com) Co-organized by Focus America Corporation, Sake Distributors LLC, Ninohe City Fair in New York 2014

MAID CAFE NEW YORK



Come see us!



COSPLAY
SHOP



FOOD &
SWEETS



Okarinasai mase

COUPON

Maid Cafe NY
15% off
all food
items

Matching this coupon
with Japanese
Cuisine & Sweets
20% off
all food
items

www.MaidCafeNY.com
150 Centre St., (bet. Walker & White Sts.)
NYC 10013

Mika
Apprentice to the Chef

Sushi available at 2nd Fl.